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ABSTRACT

A five-study evaluation assessed the appeal of Over Easy to its target group and its effectiveness in meeting stated objectives. Aimed at viewers over the age of 55, the daily, half-hour magazine-format program produced by KQED-TV San Francisco, is intended to inform them, encourage positive attitudes about aging, and encourage interaction among different generations. The five studies investigated (1) scheduling and viewing issues; (2) public awareness and overall, evaluative reactions; (3) program impact; (4) effects on local institutions and the support activities intitiated by Area Agency on Aging Directors; and (5) expert reactions to the program and technical suggestions for program improvement. Among the results are indications that Over Easy is widely carried by PBS stations, although program awareness is still low among the target group; the program is capable of effectively conveying specific information on topics and services of special interest to older persons; and the magazine format should be retained, though with more focus, vitality, and attention to production details. This comprehensive study report describes the purpose, methods, and findings for each of the five studies. Conclusions are drawn in the final section, following an extended methodological critique of the entire evaluation effort. Data are displayed in numerous tables and figures throughout the report. (LMM)

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An Evaluation of
Over Easy

A television series for and about older people

Prepared by
Office of Communication Research
cpb Corporation for Public Broadcasting

Second Edition, 1980

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PREFACE

Public television has traditionally provided a highly supportive and fertile environment for the development of both targeted and purposive television programs. We have repeatedly underscored our responsibility to develop programs tailored to the needs and interests of small, special interest audiences whose viewing preferences generally go unaddressed in mass audience fare. Additionally, the industry has proved to be a principal supplier of purposive programs which identify and pursue specific programming objectives, such as affecting the viewership in some desirable intellectual, emotional, aesthetic or social sense.

Intended to facilitate socially desirable viewing effects among older viewers, *Over Easy* represents both a targeted and a purposive program. These two special qualities of the program necessitated a unique evaluation of its effectiveness, when, in 1978, the two principal funders of the program (the Corporation for Public Broadcasting and the Administration on Aging, Department of Health, Education and Welfare) approached a critical refunding decision. The report which follows exemplifies the kind of special summative research required to evaluate targeted and purposive programs in equitable accordance with their individual programming philosophies and objectives.

This second edition of the report is provided, due to a recent resurgence of interest in the *Over Easy* program and in innovative program evaluation methodologies. It is our hope that the availability of this document will in some small way contribute to conceptual and methodological advancements in summative evaluation research and help maintain the visibility of public television's unique programming commitments and capabilities.

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A special acknowledgement is extended to Leon Rosenbluth, former Director of CPB's Office of Communication Research. It was under his leadership that the *Over Easy* evaluation was conceptualized, designed and executed.

Sincere gratitude is also extended to Richard Rector, Executive Producer of the *Over Easy* program, whose enthusiastic cooperation and creative curiosities about the impact of his program fostered an ideal working relationship between the production and research staffs.

I. EXECUTIVE SUMMARY

This report provides the results of a five-study evaluation of the *Over Easy* television program. The studies in this evaluation were designed to collect complementary sets of information with which to assess the appeal of the program to its target group and the effectiveness of the program in meeting its stated objectives. Major conclusions from each study are briefly described below:

Scheduling/Viewing Study

Research Objective: To determine the extent to which the program is currently reaching its target audience and the effects of various scheduling practices on audience draw.

Conclusions: The program is currently drawing its target group, and the size of its audience is just below that of the average public television program. It suffers greatly from competition with news programs in many markets; the audience could be significantly increased if it were fed nationally at 7:30 p.m. or 8:00 p.m., instead of the current 6:30 p.m. slot. The program also needs much more promotion. Finally, if the program were aired only twice or three times per week, audience size would increase.

Awareness/Reactions Study

Research Objective: To determine the level of public awareness of the program, and, among viewers, overall evaluative reactions to the program.

Conclusions: Two-thirds of the program's target group remain unaware of its existence. One fourth of those aware of the program have watched it, and their reactions are decidedly favorable. Three-fourths of those who are aware of the program but have not viewed it could probably be attracted to view the program, given better scheduling and more promotion and outreach support.

Impact Study

Research Objective: To determine the effectiveness of the program in communicating information to target group viewers, and the relationship of specific program elements and characteristics to overall program liking/disliking.

Conclusions: The program is capable of effectively conveying specific information to viewers about topics and services of special interest to older persons. Viewers found this kind of information useful, and they liked the program a great deal—especially Hugh Downs, his celebrity guests and the fact that the program is for and about older people. The program also effectively communicates many philosophical messages about the positive aspects and challenges of aging.

Local Institutions

Research Objectives: To determine the extent to which the appearance and continuing presence of *Over Easy* in various communities were associated with increased community interest in, and utilization of services for older people; to identify actions taken by Area Agency on Aging (AAA) Directors which appear to have facilitated such perceived increases.

Conclusions: The majority of AAA Directors have initiated and continued activities in support of the program. A third, however, say public television reception problems in their area prevent older people from viewing the program. Forty percent of the Directors noticed increases in community interest in, and use of services for the elderly, since the introduction of the program in their areas. The use of an AAA or information and referral phone number by the local public television station was the most important factor in facilitating community interest in services, through the *Over Easy* program.

Experts' Reactions

Research Objective: To obtain expert technical assessments of the quality of the program as currently produced, and to provide the advice of professional television producers as to how the program might be improved — should it be renewed — to increase its quality, appeal and effectiveness.

Conclusions: Given the current time and budgetary constraints on the production of the program, the overall quality of the program is good. However, the program needs more vitality, advance planning, and attention to production details. Many changes suggested to improve the program (e.g., more supporting visuals, more "bridges" between segments, and better use of the live studio audience) could be done within existing time and budgetary constraints. Others (operational translation of program goals into day-to-day production advice and decisions, and use of a rotating or permanent co-host) would require additional production resources. The program should more clearly set forth its objectives and philosophy of aging, and use them more directly to develop and organize program content.

II. BACKGROUND

The *Over Easy* Program Concept

Over Easy is a daily, half-hour program intended to inform and entertain a segment of the television audience which is largely unaddressed by other TV fare. Targeted to the 43 million people in this country who are 55 years of age or older, *Over Easy* was conceived and produced by KQED-TV, San Francisco. The program is now being evaluated for its relevance and usefulness to this sizeable target group.

Implicit in the goal statements associated with the program is a philosophy toward aging which questions the contemporary emphasis on being, looking and acting young. Rather, the program set out to examine thoughtfully and positively the meaning of aging in this culture — its problems, potentials and advantages. The title selected for the program was intended to reflect such a philosophy of aging.

Specifically, the primary goals of the program were:

1. *To Inform Viewers* — Information is presented about: *services* designed for, and available to older persons; workable *projects* involving and/or serving older people; and the *experiences* of older people successfully coping with the challenges of aging.
2. *To Encourage Positive Attitudes About Aging* — Both on an individual and on a societal level, the program is intended to dispel myths and unfair stereotypes about aging and about older people. The program also emphasizes the role of older people in preserving continuity in family life.
3. *To Encourage Interaction Among Different Generations* — *Over Easy* emphasizes the fact that aging is a process common to all of us, and attempts to encourage younger people to confront, accept and prepare for their own aging.

The producers of the program sought to achieve these goals within an optimal mix of entertaining and informative program content.

The Program Today

Fed nationally each weekday at 6:30 p.m. EST, *Over Easy* is carried live or delayed by 253 PBS stations.* In a magazine format, the program combines straight information pieces with entertainment and "message" presentations. The following five segments usually appear in order in each program:

1. *Opening Monologue* — a brief presentation by the host, Hugh Downs, of the contents and, when applicable, the theme of that day's program.
2. *In Person* — interviews by the host of a guest celebrity or noted personality. When the guest is an entertainer, a musical performance is often given.
3. *Expert Interview* — dialogue between the host and an individual knowledgeable about topics of special interest to the target audience. Topics have included: nutrition, pension plans, legal services, consumer rights, interpersonal relationships, public transit discounts, senior housing, generic drugs, Medicare and leisure activities.
4. *Keeping Posted* — a brief host monologue presenting information of special interest to older persons and/or an address to which viewers are encouraged to write for printed materials on the same subject.
5. *Lifestyle Segment* — the last part of the program in which remote location tapes or film show an older individual going about his or her daily activities. Individuals covered are usually unknown, but their lifestyles reflect innovative and successful approaches to the problems and potentials of aging.

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*Of the 256 interconnected stations.

The host, Hugh Downs, and a live studio audience are intended both to provide continuity and to encourage viewer identification with the program. At the end of the program, a cue is given so that local PBS stations can insert information and referral numbers supplied by local Area Offices on Aging. According to the producers, approximately 160 stations currently show such a number.

Perhaps one of the best ways to grasp the full complexity of the information, entertainment and attitudinal messages that compose *Over Easy* is to review some major program content categories.* In addition to the straight information topics described above under the Expert Interview segment, the following messages are recurrently treated by the program:

Post-Retirement Use of Time and Socialization — volunteer work, how-to projects, productive/satisfying use of time and general treatments of human contact and involvement.

Public Policy, Law and Consumer Guidance — presentations about legal and consumer services and issues; encouragement of individual and group assertiveness in maintaining one's rights as a consumer and as a citizen.

Aging Philosophy — discussion of personal and consistently positive philosophies of aging by people in a variety of lifestyles.

Cultural Stereotypes — discussions of stereotypical attitudes and behaviors related to aging in this country, including cross-cultural comparisons of attitudes toward aging.

Coping Strategies — from both professional and more informal sources, advice on dealing with personal change and trauma, and discussions of successful approaches to such problems.

Role of the Family — positive treatments of the cultural role of the family, and of the benefits of family life to individuals, especially in times of stress.

In summary, the intended tone of the program is best conveyed by the word "supportive". *Specific information* about services, activities, conditions, and events of interest to an older age group is combined with *entertainment* geared to their preferences, and *attitudinal statements* intended to foster personal and societal acceptance of aging.

Program Development

Planning of the *Over Easy* program was begun in 1974 by KQED, Inc. Setting the goal of addressing an older audience with an informative and entertaining program, KQED formed a National Advisory Board to ensure the relevance and utility of the resulting program to the target audience. The Board was composed of older citizens, community groups, gerontologists and national organizations serving the elderly. Specific program goals were set in consultation with this group, and it continued to contribute to program content development decisions throughout the first season.

A program development and production proposal was submitted, including the production of two pilot programs, outreach efforts in seven test sites, plus evaluative research in each of these markets.

In 1976, this proposal was co-funded by HEW's Administration on Aging (AoA) ($302,000) and the Corporation for Public Broadcasting (CPB) ($114,000). The National Retired Teachers Association (NRTA)/American Association for Retired Persons (AARP) also contributed $5,000.

The two resulting pilot programs were aired on the public broadcasting system on September 13 and 14, 1976. Evaluative research on these pilots was conducted at seven test sites by Dr. Donald Roberts, Institute for Communication Research, Stanford University. AoA subsequently provided an additional $300,000 to KQED to design and develop content for a series of 130 daily programs.

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*As described in *INSIDE OVER EASY: An Analysis of Content*, OVER EASY, KQED, Inc. San Francisco, California, April 20, 1978.

Finally, in August 1977, KQED Inc. signed contracts to proceed with the series, commencing broadcast on November 14, 1977. Co-funding were AoA ($2,230,000) and CPB ($1,750,000). KQED invested $400,000 of its own funds. Responsibility for outreach activities was transferred from KQED to AoA. The program has been aired continuously since November 14, 1977, and the final first season program is scheduled to be broadcast on May 12, 1978.

Planning the *Over Easy* Evaluation

On January 6, 1978, HEW's Administration on Aging contracted with CPB-OCR to conduct a major evaluation of the effectiveness of the *Over Easy* program.

Time constraints greatly affected the design of the overall evaluation, as well as the details of its individual component studies. The program was first aired on November 14, 1977, so an evaluation that commenced in late January 1978 could not incorporate previewing baseline measures with which to assess a variety of viewers' responses to the program. Furthermore, the evaluation effort had to be completed by April 30, 1978, since this was to be one of several inputs to AoA's program refunding decision. This latter time constraint greatly reduced the feasibility of examining possible long-term effects of the program.

From the earliest planning stages, the concept of using multi-method complementary studies was a foremost planning consideration. Multiple study components were conceptualized which would treat a variety of separate yet interacting potential program effects. It was hoped that the relationships between and among these evaluation components would provide evaluation data superior to that resulting from any single-methodology approach.

The following evaluation component studies jointly established the statement of work:

1. *Scheduling/Viewing* — determination of carriage and scheduling practices of all PBS stations, relating those practices to actual audience draw, and attempting to determine optimal scheduling practices with which to attract the target group audience.

2. *Awareness and General Reactions to the Program* — assessment of the level of public awareness of *Over Easy;* a comparison of viewers, aware non-viewers and the unaware, in terms of their demographics, lifestyles and attitudes; among viewers, an assessment of their general evaluative reactions to the program; ascertainment of possible changes over time in each of the above measures.

3. *Impact* — Assessment of the effectiveness of the program in conveying specific information points, of the perceived relevance of that information to target group viewers, and of the specific program characteristics and elements associated with a viewer's overall liking/disliking of the program.

4. *Interaction of Program and Local Institutions* — a description of the nature and strengths of possible relationships among: (a) the appearance of *Over Easy* in a community, (b) activities undertaken by local AAAs in response to the program, and (c) levels of community interest in, and utilization of services for older persons.

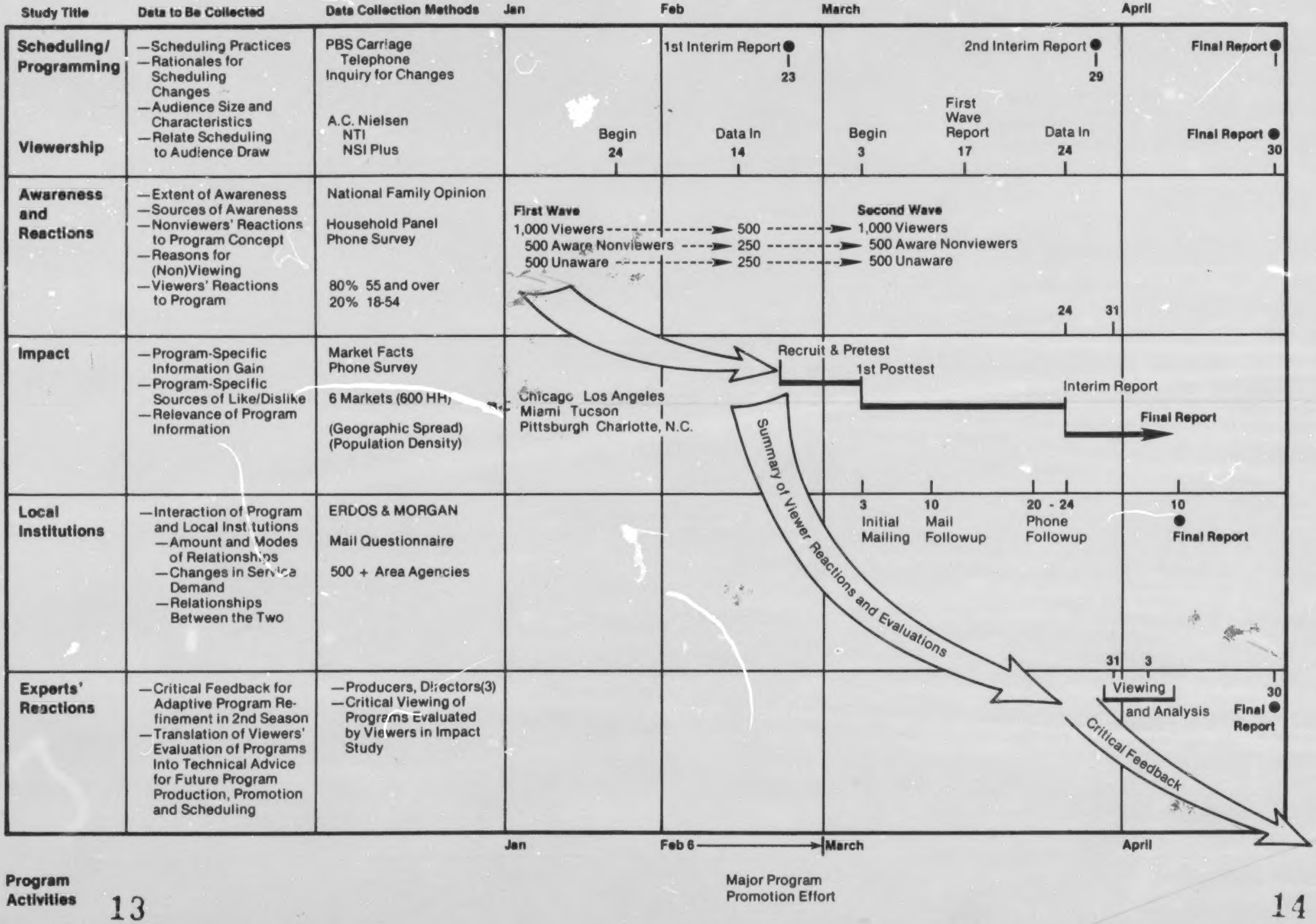
5. *Expert Reactions to the Program* — an integration of the critical reactions of professional TV producers with viewer reaction data which were collected in the Awareness/Reactions and Impact Studies. The experts were to suggest how the technical quality and effectiveness of the program might be improved.

III. EVALUATION DESIGN AND FINDINGS

The next six sections will describe in greater detail the individual evaluation studies designed and conducted to answer each of these major research questions. Figure 3-1 portrays the scheduling and substantive interrelationship among these evaluation studies. Detailed findings for the five evaluation components are also provided in these sections. Conclusions the research staff believe can legitimately be drawn from these findings, however, are reserved for the final section of this report, following an extended methodological critique of the entire evaluation effort.

Figure 3-1

"OVER EASY" EVALUATION SCHEDULE



Study Title	Data to Be Collected	Data Collection Methods	Jan	Feb	March	April
Scheduling/ Programming	—Scheduling Practices —Rationales for Scheduling Changes	PBS Carriage Telephone Inquiry for Changes		1st Interim Report ● 23	2nd Interim Report ● 29	Final Report ●
Viewership	—Audience Size and Characteristics —Relate Scheduling to Audience Draw	A.C. Nielsen NTI NSI Plus	Begin 24	Data In 14	Begin 3 First Wave Report 17 Data In 24	Final Report ● 30
Awareness and Reactions	—Extent of Awareness —Sources of Awareness —Nonviewers' Reactions to Program Concept —Reasons for (Non)Viewing —Viewers' Reactions to Program	National Family Opinion Household Panel Phone Survey 80% 55 and over 20% 18-54	First Wave 1,000 Viewers 500 Aware Nonviewers 500 Unaware	500 250 250	Second Wave 1,000 Viewers 500 Aware Nonviewers 500 Unaware 24	31
Impact	—Program-Specific Information Gain —Program-Specific Sources of Like/Dislike —Relevance of Program Information	Market Facts Phone Survey 6 Markets (600 HH) (Geographic Spread) (Population Density)	Chicago Los Angeles Miami Tucson Pittsburgh Charlotte, N.C.		Recruit & Pretest 1st Posttest Interim Report	Final Report
Local Institutions	—Interaction of Program and Local Institutions —Amount and Modes of Relationships —Changes in Service Demand —Relationships Between the Two	ERDOS & MORGAN Mail Questionnaire 500 + Area Agencies			3 Initial Mailing 10 Mail Followup 20 - 24 Phone Followup	10 ● Final Report
Experts' Reactions	—Critical Feedback for Adaptive Program Refinement in 2nd Season —Translation of Viewers' Evaluation of Programs Into Technical Advice for Future Program Production, Promotion and Scheduling	—Producers, Directors(3) —Critical Viewing of Programs Evaluated by Viewers in Impact Study			31	3 Viewing and Analysis 30 Final Report ●

Program Activities

Major Program Promotion Effort

SCHEDULING AND VIEWING

Purpose

The main purpose of this study was to determine the number of households reached by the *Over Easy* program. The reach and frequency of viewing are measured by A.C. Nielsen and syndicated to all broadcasting entities for a fee. Public broadcasting purchases Nielsen data even though the audience for any single show is usually quite small. Although the total effectiveness of a PTV program can never be judged exclusively on the basis of audience size, traditional measures of audience size and composition always provide essential accountability data. The Nielsen data tell the number of households reached and the number of persons who are viewing the program on a national basis, and in specific markets.*

Method

Scheduling

Scheduling is another word for "carriage." Accordingly, carriage data report which stations are carrying a given program by specific day and time. In order to acquire Nielsen ratings of any kind, it is necessary to collect such carriage data, so that the Nielsen Company can normalize the disparity of carriage among the more than 260 public broadcasting stations. PBS collects complete carriage data for one week each month. These carriage data are given to Nielsen who then translates this carriage into ratings for each of the PBS programs.

For the evaluation of *Over Easy* we continued that procedure but added another factor. We compared each succeeding week's carriage with the previous one, and where a station had changed the day or time of carriage, reasons for carriage changes were investigated.

Viewing

Analyses of viewing utilize Nielsen ratings to indicate how many households are tuned to a specific station at a specific time period. Specific ratings calculations used to assess the effectiveness of *Over Easy* in reaching both its target audience and a general audience included:

national rating figures — the percentage of all U.S. television households that tuned in to the program at a given time

local market rating figures — the percentage of all local market households tuned to the program at a given time

audience share figures — the percentage of all households using television at the time of the program's broadcast who actually tune in to the program

total audience — the total number of households or persons who watched the program for at least six minutes during a specified period of time

"reach" or cumulative ("cume") audience — the total number of different (unduplicated) households or persons who watched the program for at least six minutes during a given period of time

average audience — the number of households viewing during the average minute of the program.

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*A glossary of program ratings terminology is provided on page 23.

Findings

Over Easy is carried by more PTV stations than any other program. There are 253 stations carrying *Over Easy*, making it the most frequently carried show for three consecutive months: January, February and March. (The next most carried shows are tied for second place — *Mister Rogers' Neighborhood* and *Masterpiece Theatre*, each carried by 251 stations.)

The proportion of stations carrying the program "live" is diminishing, with a complementary increase in delayed carriage. One major reason is to avoid competition with local and network news at the 6:30 time slot. During April there may be some very significant time shifts in carriage in order to avoid the head-on competition with the news. Attempts at moving the show to a proper slot are intended to maximize the intended audience.

During the week of February 13, the total audience rating increased by .1 to 1.1 and held at 1.1 through the week of March 20. This means about 800,000 households viewed *Over Easy* for at least six minutes on an average day during those weeks. The Average Audience rating also rose one-tenth to .9 for both weeks, which projects to an average audience of 660,000 households having viewed an *average minute* of the program. While the numbers are indeed very small, they signal a plateau in the development of the intended audience for the program. After a steady increase from November (.7) through the first week in December (1.1), the audience remains at about the 1 percent level through February and March.

The weekly cume rating (the number of unduplicated households viewing over the five weekdays) started at 2.0 percent and increased to 3.7 percent in December and has settled at around 3.4 percent for March. This last figure means about 2.5 million unduplicated households watched *Over Easy* during one week in March. If we consider all duplicate viewing, *Over Easy* reaches about 5.2 percent of the total TV households or 3.8 million homes during the same week in March. In terms of people, this projects to about 5.3 million persons having watched *Over Easy* during a week in March.

There is a significant variation in audience for each of the five days of the week. The largest variation occurred during the week of February 13. The difference between the lowest audience (580,000 households) and the highest (1,390,000 households) was about 700,000 households. There seems to be a tendency for specific days of the week to contribute more audience for the show than other days. For example, Monday, Tuesday and Friday are the three days which register the highest total and/or average audience. Wednesday and Thursday are the days when the fewest households tune into the program. One interpretation is that *Over Easy* might profit in audience build-up by being limited to two or three days per week.

A total of persons viewing the program in November and in January within the 13 markets shows a significant increase in audience — 74 percent (from 193,000 in November to 336,000 in January). The largest percentage increase occurred in St. Louis, where the program is shown stripped on Saturday from 1:00 p.m. to 3:30 p.m. In that city, the *Over Easy* audience increased sevenfold, going from an initial audience of 1,000 to 8,000 viewers. Cities that doubled their audiences were Los Angeles, Washington, D.C. and Kansas City, Missouri. Philadelphia (for which Nielsen ratings are below measurement standards) registered a 75 percent increase in audience.

When we compare the 13-market audience increase for February over January, we note a significant drop in rate of increase. The change between January and February is a five percent increase in persons viewing. This low rate of audience increase leads us to feel that the *Over Easy* audience has reached a plateau. From the Awareness Study, the main reason (31 percent) given for not viewing by persons aware of *Over Easy* who do not watch it is "Meant to watch it but just never got around to it." In April, 1978, in a national Roper Survey, OCR asked nonviewers of public television why they had not watched PTV. The prime reason given (32 percent) was "Never think about watching."

Thus, after the initial burst of audience build-up, there is generally a hiatus before any further audience growth. Increased program promotion and advertising are generally effective procedures for maintaining such audience development.

When we compare the *Over Easy* audience in the 13 markets for November, January and February, we see a decline in the rate of increase from January to February. What seems to account for this deceleration in audience growth are the significant decreases in the audience in New York and San Francisco, and the fact that Washington, D.C. and Buffalo show absolutely no increase.

The target audience for *Over Easy* is persons aged fifty-five and over. While persons two years of age and over increase in the 13 markets, the target group itself shows virtually no change from January to February. The main reason for this is the significant decrease in New York (-58 percent), San Francisco (-36 percent) and Philadelphia (-25 percent) which are offset by significant increases in St. Louis (109 percent) and Los Angeles (19 percent).

In March, only six markets of the 13 are measured by Nielsen. The change from February to March for these six markets shows a substantial decrease in the number of persons two years and older viewing *Over Easy*, but no change in the target group audience. Thus, the primary decrease in viewing audience occurs among persons under 55. The decreases seem to be wholly concentrated in four cities: New York (-63 percent), Los Angeles (-48 percent), Detroit (-41 percent) and Philadelphia (-35 percent).

A comparison of the increases of *Over Easy* audiences with the other "strip" shows — *MacNeil/Lehrer* and *Dick Cavett* — shows that *Over Easy* has had a significantly greater increase in audience (74 percent) from November to January than the other two shows: 35 percent for *MacNeil/Lehrer* and 13 percent for *Dick Cavett*.

When comparing the change from January to February, *Over Easy* still leads these two programs in audience development, with its five percent increase in audience versus a three percent decrease for *MacNeil/Lehrer* and an one percent increase for *Dick Cavett*.

When *Over Easy* moved into its time slot in each of the thirteen markets, only one show (*Mister Rogers' Neighborhood* in New York) had a higher number of viewers than *Over Easy*. The total number of viewers for the time period occupied by *Over Easy* in each of the 13 markets was 155,000, compared to 193,000 at *Over Easy*'s debut.

SUPPORTING TABLES

SCHEDULING / VIEWING

Table 3-1

TOTAL STATION CARRIAGE OF *OVER EASY*

Carriage Dates	Total Stations	Stations Carrying	Percent Carrying	Rank Order
Nov. 14-20, 1977	258	238	92.2	N/A
Nov. 21-27, 1977	258	245	95.0	N/A
Nov. 28-Dec. 4, 1977	258	246	95.3	4
Jan. 9-15, 1978	260	253	97.3	1
Feb. 13-19, 1978	260	253	97.3	1
Mar. 20-26, 1978	260	254	97.7	1

NOTE: There are 272 PTV stations in the system. Only 260 are used to collect carriage data because ten of the 12 stations not used are Island stations and two are not on the interconnection feed.

Table 3-2

STATION CARRIAGE OF *OVER EASY* LIVE OR DELAYED

Carriage Dates	Stations Carrying	Live M-F Average	Percent	Delayed	Percent
Nov. 14-20, 1977	238	135	57	103	43
Nov. 21-27, 1977	245	141	58	104	42
Nov. 28-Dec. 4, 1977	246	131	53	117	47
Jan. 9-15, 1978	253	149	53	131	47
Feb. 13-19, 1978	253	140	52	130	48
Mar. 20-26, 1978	254	144	51	136	49

NOTE: Stations live and delayed do not necessarily total the stations carrying because some stations are carrying live and delayed. (Example: WTTW in Chicago carries at both 12:30 p.m. and 6:30 p.m.)

Table 3-3

OVER EASY: COMPARISONS OF PERSONS 2+ FOR NOVEMBER, JANUARY AND FEBRUARY

	NOV (000)	JAN (000)	FEB (000)	JAN/FEB Percent Difference
New York	63	98	73	- 26
Los Angeles	24	49	64	+ 31
Chicago 12:30/6:30	60	106	118	+ 11
San Francisco	21	29	23	- 21
Philadelphia	8	14	17	+ 21
St. Louis	1	8	14	+ 75
Milwaukee	3	5	7	+ 40
Detroit	10	13	17	+ 31
Washington D.C.	2	4	4	—
Pittsburgh	0	4	8	+100
Kansas City	1	2	3	+ 50
Buffalo	0	3	3	—
Cincinnati	0	1	2	+100
Total	193	336	353	
Percent Increase		74	5	

A Thirteen Market Example

Table 3-4

OVER EASY: PERSONS 55+
JANUARY 1978 vs. FEBRUARY 1978

	JAN (000)	FEB (000)	Percent Difference
New York	48	20	- 58
Los Angeles	26	31	+ 19
Chicago	39	34	- 13
San Francisco	14	9	- 36
Philadelphia	8	6	- 25
Milwaukee	2	4	+100
St. Louis	23	48	+109
Detroit	5	7	+ 40
Washington D.C.	1	2	+100
Pittsburgh	2	4	+100
Kansas City	0	2	• • •
Buffalo	1	1	0
Cincinnati	1	1	0
TOTAL	170	169	- 1

A Six Market Example

Table 3-5

OVER EASY: PERSONS 2+
FEBRUARY 1978 vs. MARCH 1978

Market	FEB (000)	MAR (000)	Percent Difference
New York	73	27	- 63
Los Angeles	64	33	- 48
Chicago	118	134	+14
San Francisco	23	27	+17
Philadelphia	17	11	- 35
Detroit	17	10	- 41
TOTAL	312	242	- 22

A Six Market Example

Table 3-6

OVER EASY: PERSONS 55+
FEBRUARY 1978 vs. MARCH 1978

Market	FEB (000)	MAR (000)	Percent Difference
New York	20	12	- 40
Los Angeles	31	18	- 42
Chicago	34	54	+59
San Francisco	9	14	+56
Philadelphia	6	7	+17
Detroit	7	2	- 71
TOTAL	107	107	—

A Thirteen Market Example

Table 3-7

OVER EASY:
COMPARISON OF *OVER EASY* vs. *MACNEIL/LEHRER* AND *DICK CAVETT*

	Percent Change	
	Nov-Jan	Jan-Feb
Over Easy	+74%	+5%
MacNeil/Lehrer	+35%	- 3%
Dick Cavett	+13%	+1%

Table 3-8

OVER EASY

RATINGS, SHARE, AND PERSONS† FOR TIME SLOT — OCT 1977
THE MONTH PRIOR TO *OVER EASY* DEBUT

Market		Rating	Share	Persons (000)
New York	*Mister Rogers' Neighborhood*	1	3	95
Los Angeles	*As We See It*	•	•	13
Chicago	*Paint Along With Nacy*	1	5	23
San Francisco	*As We See It*	•	•	8
Philadelphia	*As We See It*	•	•	5
St. Louis	*Various* *As We See It* *Austin City Limits*	•	•	—
Milwaukee	*Food-Life*	•	•	1
Detroit	*Lowell Thomas Remembers*	•	•	6
Washington D.C.	*As We See It*	•	•	2
Pittsburgh	*Various*	•	•	1
Kansas City	*As We See It*	•	•	1
Buffalo	*Various*	•	•	0
Cincinnati	DID NOT MAKE THE BOOK			
		Total		155

†Persons 2 years of age and over
•BMS (Below Minimum Standards)

Table 3-9

OVER EASY

DAILY VARIATION IN HOUSEHOLD AUDIENCE

WEEK OF		MON (000)	TUE (000)	WED (000)	THUR (000)	FRI (000)	MON-FRI (000)
Nov. 14	TA	1.1	.7	—	.8	—	.7
		800	510	—	580	—	510
	AA	.9	.5	0.3*	.6	0.3*	.5
		660	360	—	440	—	360
Nov. 21	TA	.8	.9	.9	—	.7	.8
		580	660	660	—	510	580
	TA	.6	.7	.9	0.3*	.6	.6
		440	510	660	—	440	440
Nov. 28	TA	1.5	.9	.8	.8	1.3	1.1
		1,090	660	580	580	950	800
	AA	1.1	.6	.7	.6	.9	.8
		800	440	510	440	660	580
Jan 9-15	TA	1.0	1.3	.8	1.0	1.1	1.0
		730	950	580	730	800	730
	AA	.9	1.1	.6	.7	.9	.8
		660	800	440	510	660	580
Feb. 13-19	TA	1.2	.9	.8	.9	1.9	1.1
		870	660	580	660	1,390	800
	AA	1.0	.9	.7	.6	1.4	.9
		730	660	510	440	1,020	660
Mar. 20-26	TA	1.1	1.3	.8	1.0	1.1	1.1
		800	950	580	730	800	800
	AA	.8	1.0	.8	.9	1.0	.9
		580	730	580	660	730	660

*Below Minimum Standards (BMS).

TA = Total Audience
AA = Average Audience

24

Figure 3-2

NUMBER OF HOUSEHOLDS TUNING TO *OVER EASY*

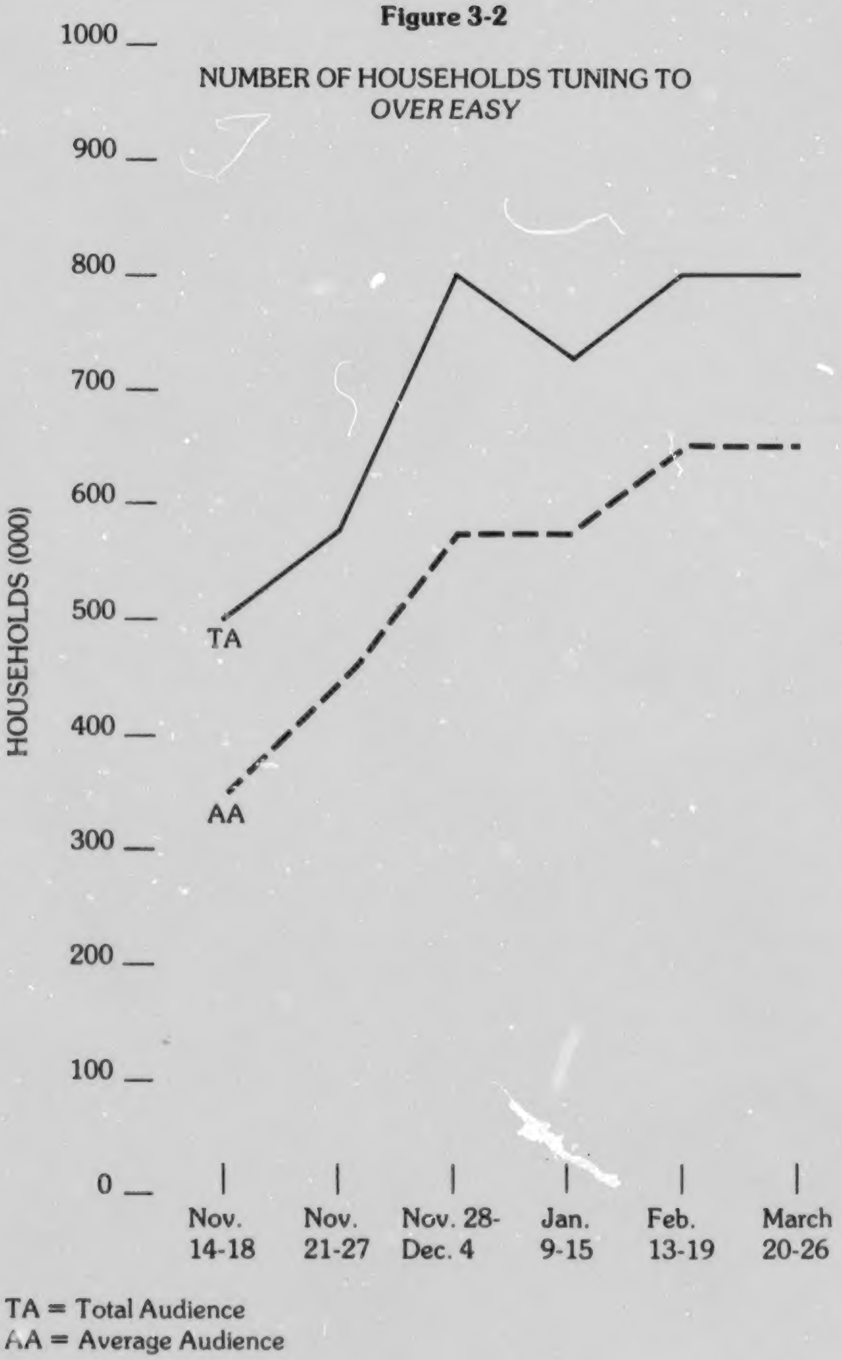
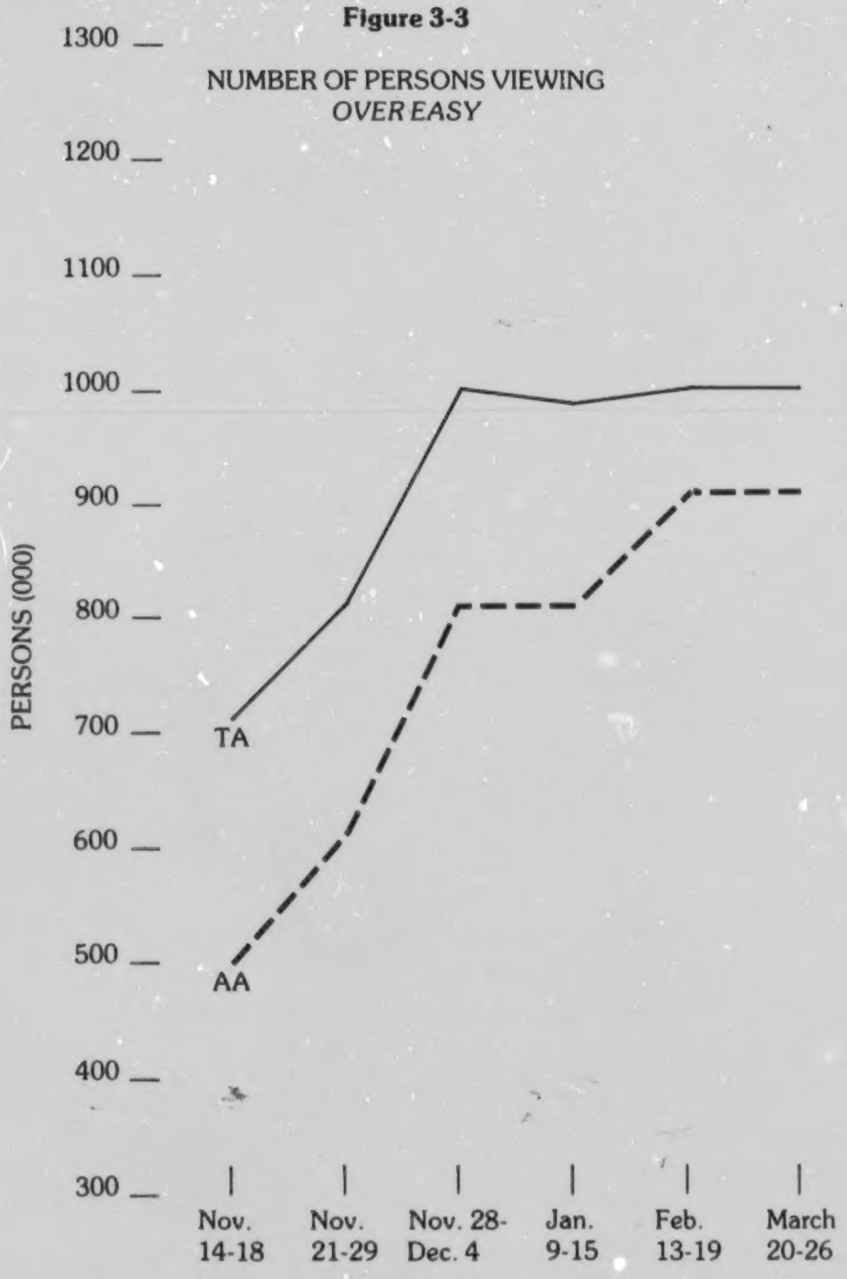


Figure 3-3

NUMBER OF PERSONS VIEWING
OVER EASY



TA = Total Audience
AA = Average Audience

Figure 3-4

OVER EASY
PERSONS 2+ AND 55+ (000)
NOVEMBER '77 — MARCH '78

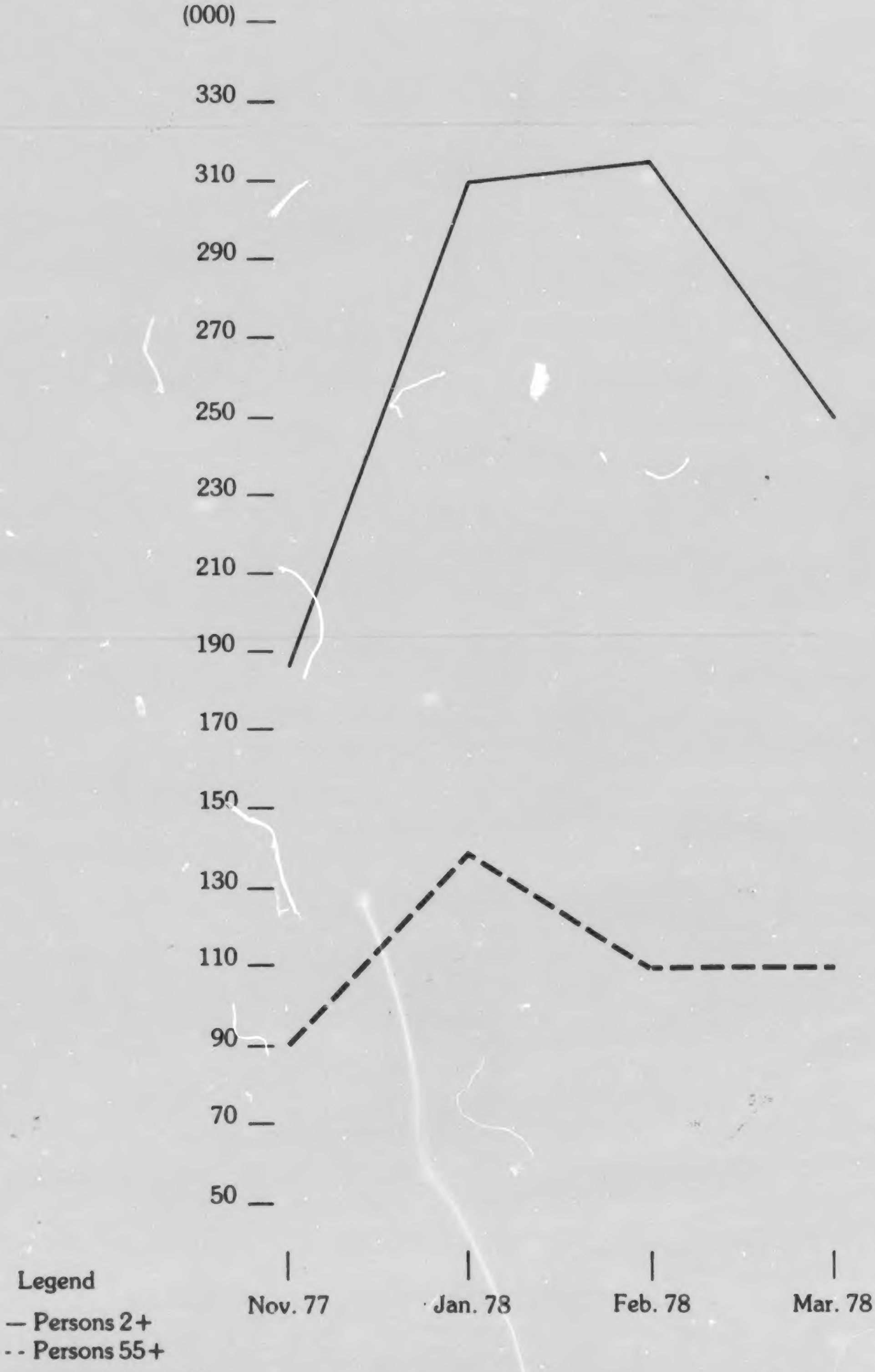
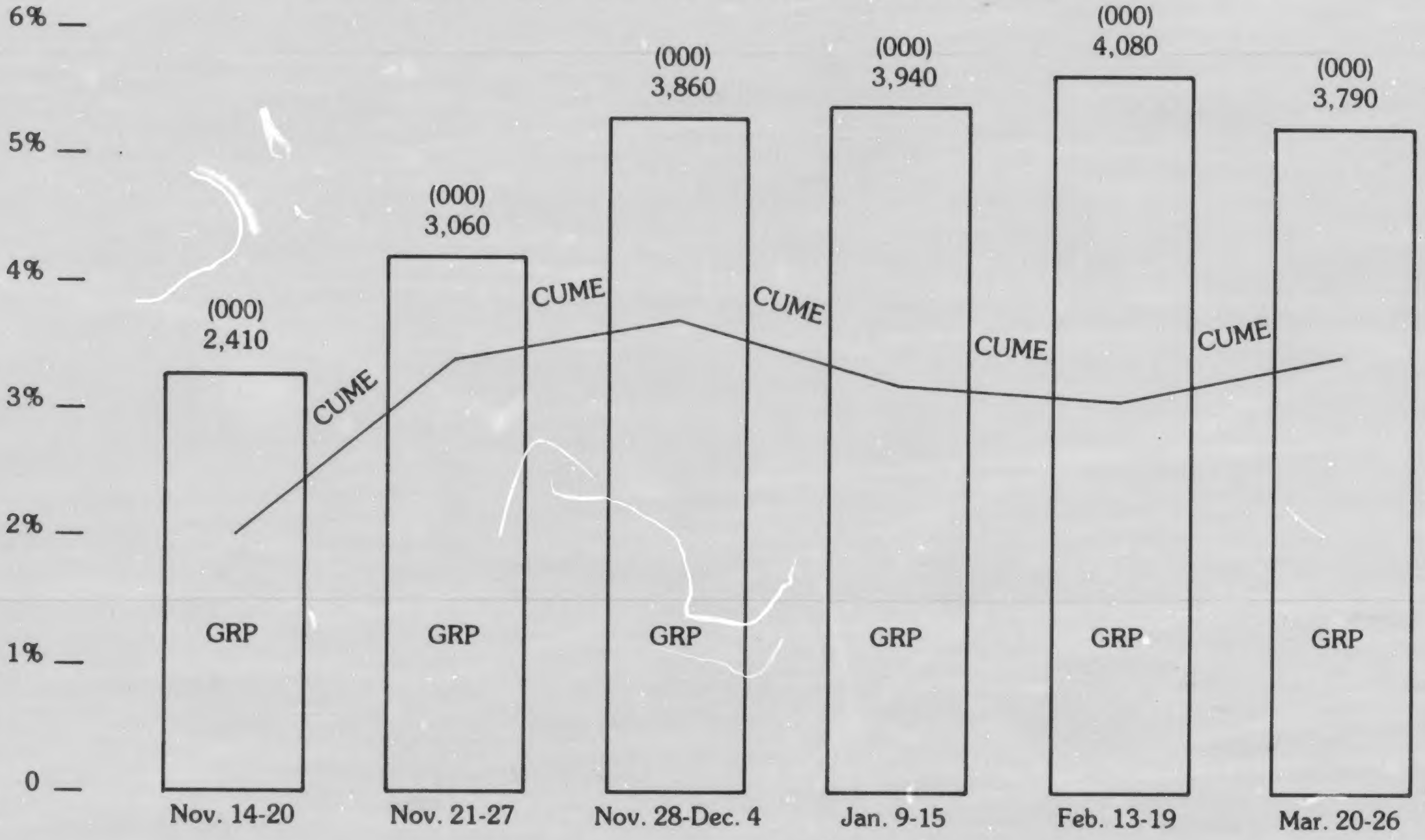


Figure 3-5

OVER EASY

COMPARISON OF WEEKLY CUME AND GROSS RATING POINTS

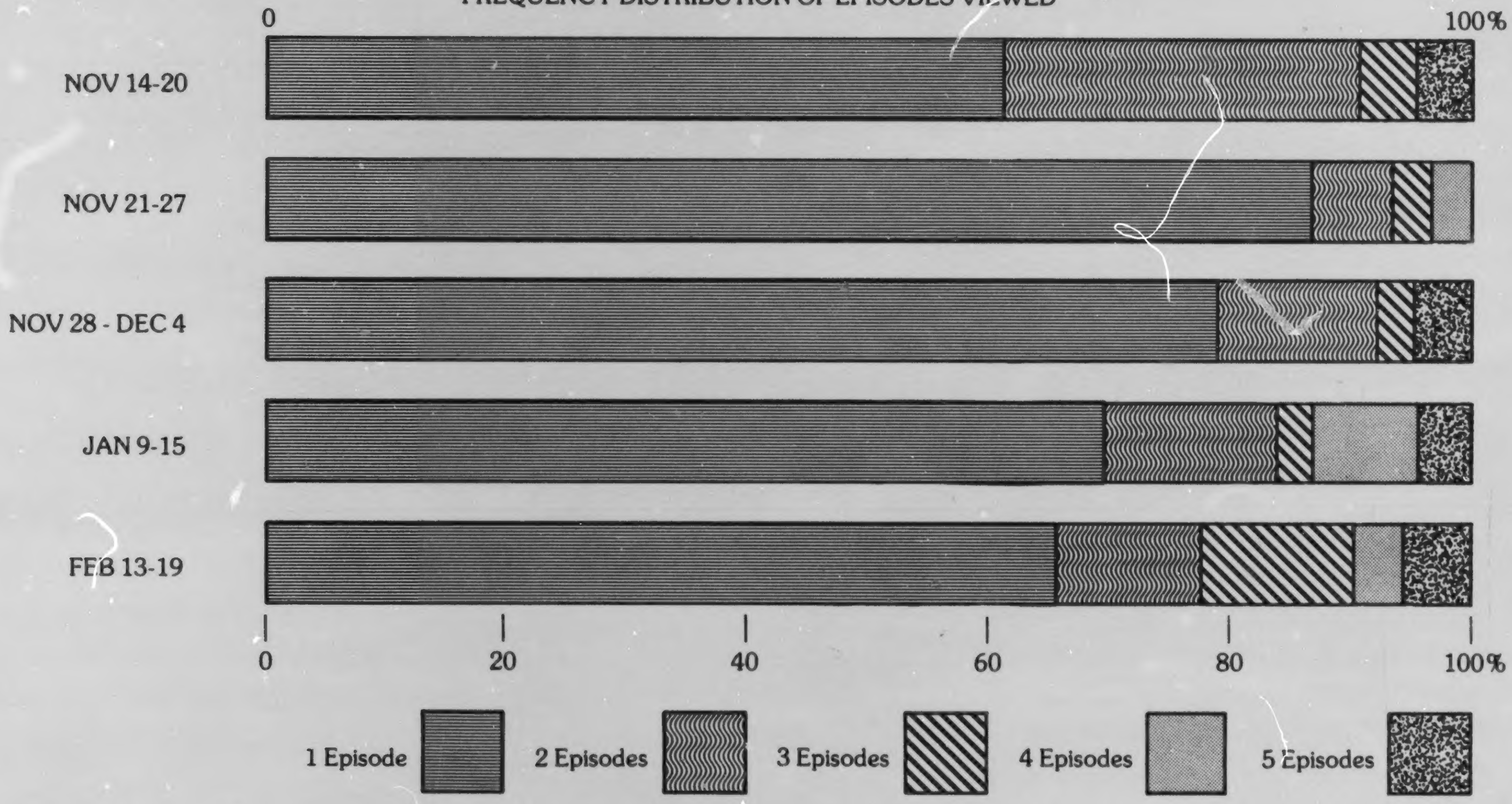


Cume Projection	(000)
Nov. 14-20	1,460
Nov. 21-27	2,480
Nov. 28-Dec. 4	2,700
Jan. 9-15	2,300
Feb. 13-19	2,260
Mar. 20-26	2,480

Figure 3-6

OVER EASY

FREQUENCY DISTRIBUTION OF EPISODES VIEWED



APPENDIX TO

SCHEDULING/VIEWING FINDINGS

GLOSSARY OF PROGRAM RATINGS TERMINOLOGY

Total Audience *(TA):* The percentage or number of U.S. television households viewing six minutes or more of a specific program. This is an indication of the number of households that "sampled" the program. For instance, on Monday, November 14, 800,000 households (1.1 percent of the U.S. television households) watched at least six minutes of an average episode of *Over Easy*. (Nielsen estimates 72,900,000 TV households).

Average Audience *(AA):* The percentage or number of U.S. TV households viewing during an *average minute* of a specified program. For instance, 660,000 households (.9 percent of U.S. TV households) viewed during an average minute of *Over Easy* on Monday, November 14. The difference between the size of the total audience and the average audience indicates whether households left the program before it ended. If no households stopped viewing, the average audience would be the same as the total audience. The more households that left before the end of the program, the lower the average audience than the total audience.

PBS Average Audience *(PBS AA):* As with the AA, the PBS AA is the percentage or number of TV households viewing during an *average minute* of the program. The PBS AA is computed by Nielsen so as to count the presentation of two or more different episodes of a series and repeats of the same program.

Household Using Television *(HUT):* The percentage of U.S. TV households which were using television during a given period of time. For instance, during the time when *Over Easy* was shown on Monday, November 14, 55.5 percent of the U.S. TV households were using television.

Share: The percentage of the total viewing households tuned to a particular program. On Monday, November 14, 2 percent of all households using television tuned in to *Over Easy*.

Station Count: The number of PTV stations carrying a specific program (out of a possible 260 interconnected stations in the contiguous 48 states).

Coverage: The percentage of U.S. TV households which could receive a specific program. On Monday, November 14, 66 percent of the U.S. TV households could have received *Over Easy*.

Base Count: The number of metered households which were used in compiling the data.

Cume: The number or percentage of U.S. TV households viewing six minutes or more during a specified program. A cume is an unduplicated measure of audience: a household is counted only once, whether it views for six or 60 minutes, once or several times. For instance, during the week of November 14-18, 1,460,000 *different* households (2.0 percent of the total U.S. TV households) watched *Over Easy* for at least six minutes.

Average Minutes: The number of minutes the average household in the cume viewed a specific program. The average household (of the 1,460,000) watched *Over Easy* for 33 minutes during the week of November 14-18.

Episodes *(EPS):* The number of program episodes viewed by the average household in the cume audience. The average household (of the 1,460,000) watched 1.6 episodes of *Over Easy* during the week of November 14-18.

Gross Rating Points *(GRP):* The sum total of the number of households which viewed a particular program across various time periods. The total will include duplication of viewing. For instance, during the week of November 14-18, 2,410,000 households (3.3 percent of the total TV households) viewed *Over Easy*. Unlike cume, a household would be counted *each* time it viewed the program.

Frequency Distribution: Distribution of the cumulative audience across specified frequency levels. For instance, of the 2.0 percent cumulative audience for *Over Easy* during the week of November 14-18, 1.2 percent of those households viewed the program once during the week; six percent viewed the program twice during the week.

AWARENESS/REACTIONS STUDY

Purpose

This study was designed to achieve an understanding of the extent to which, and the processes by which individuals have become aware of the *Over Easy* program. Extent of public awareness of the program is, of course, an important qualifier in interpreting current audience levels (Scheduling/Viewership Study) and in exploring possible changes in community interest in services for older persons (Local Institutions Study). Secondly, if the program were to be renewed, an analysis of the processes by which the program's current audience had become aware of it could contribute to the improvement of future program promotion efforts.

To address these goals, the study was designed with the following three groups of individuals in mind:

Viewers

Who are they? To what extent is the program reaching its target audience? Is it reaching individuals who might not be reached through other channels, such as organizations, radio, magazines or newspapers?

How did they first hear about *Over Easy?*

How often do they view the program? What do they think of the programs they've seen, and why?

Aware Nonviewers

Who are they? To what extent is the target group aware of the program?

How did they first hear about *Over Easy?*

How selective or circumstantial is their nonviewing? Is their nonviewing due to negative preconceptions about the program or program concept, or to larger viewing considerations like PTV reception problems or scheduling factors?

The Unaware

Who are they? Do they differ from aware individuals in terms of their access to potential sources of awareness of the program (e.g., organizational or mass media sources)?

Given a brief description of the program, do they express interest in viewing it?

Comparing the results of Wave I and Wave II, how do awareness of the program and reactions to it change over time? How does unawareness change to awareness? Does amount of *Over Easy* viewing increase or decrease? Do reactions to the program become more positive or negative over time, and/or when more *Over Easy* programs are viewed?

Finally, for all three groups, we wished to compare opinions of the concept of special programming for older persons. Independent of what respondents might think of *Over Easy* in particular, is the concept of a TV program targeted to an older audience worth pursuing?

Method

Sample

Two thousand individuals were telephoned in each of two waves, with all respondents selected from the national panel of over 150,000 households maintained by National Family Opinion (NFO). From this panel, NFO constructs nationally representative samples based on demographic controls derived from the latest U.S. Census data, and on the client's specific sampling considerations.

For the *Over Easy* evaluation, NFO quota sampled for Wave I to develop the following three groups of respondents:

1. 1,000 viewers (800 aged 55 years or older and 200 aged 25-54);
2. 500 aware nonviewers
3. 500 individuals unaware of *Over Easy*.

For the second wave, half of each Wave I subsample was reinterviewed, and the other half of the sample consisted of new respondents, yielding the following six subsamples for Wave II:

Viewers
  500 Wave I Viewers
  500 new Viewers

Aware Nonviewers
  250 Wave I Aware Nonviewers
  250 new Aware Nonviewers

Unaware
  250 Wave I Unaware respondents
  250 new Unaware respondents

Procedures

The first wave of telephone interviews ran from January 24 to February 14, 1978. To reach the necessary quotas, NFO had to prescreen 16,956 panel households. Wave II ran from March 3 to March 21, 1978*. To obtain the 1,000 new Wave II respondents, 6,832 contacts were required.

The purpose of carrying over half of the Wave I respondents to Wave II was to examine possible changes in the same individuals over time in terms of awareness of the program, amount of *Over Easy* viewing, and reactions to the program.

The new half of the Wave II sample was also surveyed as an independent measure of the same questions treated in Wave I, and as a control for possible panel effects associated with carrying over half of the Wave I respondents.

Instrument

Three separate questionnaires were developed for viewers, aware nonviewers and unaware respondents. A screening instrument was used to assign each respondent to one of three categories, asking whether he or she had "ever heard of" *Over Easy* (with up to two prompts on program content and format) and whether the respondent had "ever watched" the program.

Questions common to all three questionnaires involved: demographics, mass media use, club/organization membership, and evaluations of the concept of special programming for older persons. In addition, aware respondents were asked about sources of awareness and the *Over Easy* program concept. Aware nonviewers were asked about reasons for nonviewing. Viewers were asked about *Over Easy* viewing frequency and recency, and their overall evaluative reactions to the *Over Easy* program(s) they had seen.

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*These waves bracketed a top twenty market PBS promotion campaign initiated after the study was basically conceptualized. Although evaluating the effectiveness of that campaign was not initially a goal of the study, the two waves were scheduled to bracket the campaign, more as a design control factor than as a major purpose of the study.

Wave I Results

Following are highlights of the Wave I results of this study. Results are explored separately for each of the three groups studied: viewers, aware nonviewers and individuals unaware of *Over Easy*.

Wave I Viewers

"Who are they? To what extent is the program reaching its target audience? Is it reaching individuals who might not be reached through other channels, such as organizations, radio, magazines or newspapers?"

Viewers constituted 6 percent of the approximately 17,000 individuals screened by NFO in Wave I. (In the subsample of 800 viewers 55 years of age or older, the figure was seven percent). Of 1001 viewers identified, the resulting ratio of female to male respondents was two to one. The 800 viewers 55 years of age or older divided about evenly between those 55-64 and those 65 and older.

About 40 percent of all viewers earned less than $5,000 a year, another 40 percent earned $5,000-$14,999, and the remainder earned more than $15,000. Over half the viewers lived in two-person households, about 20 percent lived alone, and the remainder lived in a household of three or more individuals. Forty-two percent of the viewers were retired, 25 percent employed full-time, 23 percent unemployed, and 10 percent employed part-time. Over half the viewers were moderate weekday users of television, 28 percent were light users, and 19 percent were heavy users.

Seventy-five percent of the viewers named at least one club, organization or association to which they belonged, and 41 percent of them said they had attended a club or association meeting within the past seven days. Fifty-five percent of the viewers said they had attended a religious meeting or service within the same time period. Reported past week use of radio, television and newspapers was very high, ranging from 91 percent to 100 percent, with magazine use cited by 87 percent.

"How did they first hear about *Over Easy?*"

The most frequently mentioned sources of awareness were mass media (37 percent), with newspapers (19 percent) and *TV Guide* (9 percent) associated with most of the initial awareness of the program. A large percentage of the viewers (29 percent) happened upon the program unintentionally, for example, by flipping the channel selector and sampling the program. Another 19 percent mentioned sources of awareness originating from the PTV station (for example, *Over Easy* promotions on the PTV channel or the PTV program guide) and suggesting that these *Over Easy* viewers are also PTV viewers. Only nine percent cited interpersonal sources of initial awareness.

"How often do they view the program?"

Viewers were categorized as recent or nonrecent according to whether or not they said they had watched the program in the previous two weeks. Using this definition, 55 percent were recent viewers. Eighty-three percent of these recent viewers had watched the program in the past week. Most (44 percent) recent viewers had seen one or two programs in the past two weeks, 27 percent had seen five to ten. The young viewer (24-54) was less likely to be a frequent viewer than was the viewer 55 years of age or older. Also, a viewer living alone is more likely to have viewed five to ten programs than is a viewer in a household or three or more.

Among the nonrecent viewers (45 percent of all viewers), about 60 percent had only seen a total of one or two programs, 26 percent had "ever seen" three to five, and 10 percent had seen six to ten *Over Easy* programs.

"What do they think of the programs they've seen, and why?"

Eighty-five percent of the viewers reported liking the program more than they disliked it. The more recent his viewing, the more likely the viewer had favorable reactions to *Over Easy*.

Viewers who liked *Over Easy* gave multiple reasons why. The most frequently mentioned reasons were: the moderator, Hugh Downs (40 percent), the fact that the program is for and about older people (40 percent), and the information value of the program (39 percent). Twenty percent of the viewers who liked *Over Easy* cited entertainment as a reason. Fewer men than women and fewer nonrecent than recent viewers cited the fact that the program is for and about older persons, or the information value of the program.

Given a list of adjectives and phrases, respondents were asked if any applied to *Over Easy*. Viewers most often said the program "treats older people with dignity" (95 percent), "is informative" (94 percent) and "serves a useful purpose" (91 percent). Although all favorable responses were very high, the least frequently cited favorable descriptors were "inspiring" (60 percent) and "motivating" (70 percent). Men were more reserved in their use of several descriptors, agreeing less often than the women, for example, that *Over Easy* is "inspiring" (50 percent vs. 74 percent), "motivating" (57 percent vs. 76 percent) or "my type of program" (66 percent vs. 78 percent). The lowest age group and the highest income group also utilized certain favorable descriptors less often than other age and income groups did.

The use of unfavorable descriptors was very infrequent, in general. The most frequently employed unfavorable descriptors were "patronizing" (23 percent) and "condescending" (15 percent). Least often employed unfavorable descriptors were "dumb" (two percent) and "depressing" (five percent).

"What do they think of the program concept?"

Finally, a question addressed to viewers, aware nonviewers, and the unaware alike was intended to determine whether the concept of special television programs for older persons, if not *Over Easy* in particular, was approved by our respondents.

Fifty-six percent of the viewers called it an "excellent" idea, 37 percent a "good" idea and five percent said it was only a "fair" or a "bad" idea. Men were less likely than women to call it an excellent idea, and the highest income group was less enthusiastic than were lower income viewers. Nearly half the viewers saying this was an "excellent" idea approve such programming, because they said older people have special interests, information needs and problems. Twenty-nine percent described other TV programs as inappropriate for their age group, and 22 percent said older people need the kind of motivation, encouragement and inspiration such a program could provide.

Wave I Aware Nonviewers

"Who are they? To what extent is the target group aware of the program?"

In Wave I, 25 percent of the total number of screening contacts were identified as aware nonviewers (27 percent for the 55 and older group). Thus, in Wave I there were roughly three aware nonviewers for every aware viewer identified through the screening interviews.

Of the 500 aware nonviewers identified, the ratio of female to male respondents was 1.7 to 1. The 400 sample members aged 55 or older divided about evenly into the 55-64 and the 65 and older age groups. Forty percent of the aware nonviewers were low income (under $5,000), 40 percent middle income ($5,000 - $14,000), and the remainder earned over $15,000 a year. Fifty-eight percent lived in a two-person household, 16 percent lived alone, and the remainder lived in households of two or more persons. Forty-one percent were retired, 29 percent employed full-time, 20 percent unemployed and 10 percent employed part-time. Half the viewers were moderate weekday users of television, 32 percent were light viewers and 18 percent were heavy viewers.

About 70 percent of the aware nonviewers named at least one club, organization or association to which they belonged, and 35 percent said they had attended a club or association meeting within the past seven days. Fifty-five percent had attended a religious service or meeting within the past week. Reported past week use of radio, television and newspapers was very high, ranging from 90 to 99 percent, with magazine use somewhat lower at 79 percent.

All in all, these selected demographic, lifestyle and media use characteristics show little difference to the profiles of the aware nonviewer and the viewer of *Over Easy*.

"How did they first hear about *Over Easy?*"

The most frequently mentioned initial sources of awareness were mass media, but the percentage of respondents citing mass media sources is much higher for the nonviewer (57 percent) than for the viewer (37 percent). Among nonviewers, newspapers (26 percent) and *TV Guide* (14 percent) account for most of the mass media sources. In contrast to the viewer, drop-in viewing (channel flipping, "happening" upon the program) is only two percent. Like *Over Easy* viewers, 18 percent mention PTV station sources and nine percent mention interpersonal sources of awareness.

"How selective or circumstantial is their nonviewing? Is their nonviewing due to negative preconceptions about the program or the program concept, or to larger viewing considerations like PTV reception problems or scheduling factors?"

When aware nonviewers were asked which of a variety of possible reasons best explained the fact that they were aware of *Over Easy* but had not watched it, the most frequently cited reason was the time at which *Over Easy* is broadcast in the respondent's community. Thirty-six percent of the nonviewers said there were other non-television activities or competing programs which had led them not to watch the program. The next most common reason (31 percent) was "meant to watch, but never got around to it." An additional nine percent said they didn't know when the program was on.

Selective nonviewing, that is, intentional avoidance of *Over Easy* because the program is disliked by the aware nonviewer, is cited by only five percent of the sample. Other obstacles to viewing which are also not easily overcome by scheduling or promotional practices include: "would have watched, but don't get good reception on that channel" (seven percent), and "don't watch much TV generally" (four percent).

In total, 76 percent of all reasons cited for nonviewing are amenable to changes which might increase the current audience (e.g., scheduling changes, additional promotion and outreach.) Twenty-three percent are probably "hard core" nonviewers, due to disliking of the program or program concept, to low TV viewing habits or PTV reception problems.

These data strongly suggest that the potential audience for *Over Easy* is considerable and that current audience size for the program cannot be accepted as a final measure of the program's appeal.

"What do they think of the program concept?"

Aware nonviewers were also asked what they thought of the idea of special TV programs for and about older persons. They were somewhat less enthusiastic about this idea than were viewers, with 41 percent (vs. 56 percent of viewers) calling it "excellent", and 10 percent (vs. five percent) calling it a "fair" or "bad" idea. As among viewers, men were less positive than women and the highest income category was less positive than lower middle income respondents about the special programming concept. Interestingly, the highest age group was less enthusiastic than the youngest group, and the retired respondent was less enthusiastic than the employed respondent.

Among aware nonviewers saying special programming for older persons is an "excellent" idea, the pattern of reasons cited for believing this differed from that of the viewer. Sixty-six percent of the aware nonviewers who said special programming is an "excellent idea" argued that older people have "special interests, information needs and problems" that such programs could address, compared to 46 percent of the viewers. The percentage of nonviewers citing the inappropriateness of most TV programs to older persons (25 percent) was about the same as that among viewers (29 percent). However, only eight percent said older people need the motivation, inspiration and encouragement such a program could provide (vs. 22 percent of the viewers).

Viewers and aware nonviewers who strongly approve of special programming for older people appear comparable in terms of their levels of dissatisfaction with other TV fare. In both groups, the most often cited reason for approving such programming is the argument that older people have special interests, information needs and problems. However, the aware nonviewer is more likely than the viewer to cite this reason, and the viewer is more likely to discuss a motivational subject of such potential program benefits. The viewer argues much more frequently than the nonviewer that such program could be "inspiring to older people" and could "let older people know they can be useful and productive".

This difference in the pattern of reasons for strongly supporting the idea of special programs for older persons suggests two possible interpretations. The fact that viewers are more likely to refer to the motivational value of such a program than are nonviewers could mean: (1) that viewers of *Over Easy* are people who bring such viewing needs and preferences to the *Over Easy* program, that these needs are more salient among *Over Easy* viewers than among nonviewers, that they predispose viewing of *Over Easy;* or (2) that viewing of *Over Easy* makes these beliefs salient among viewers who then judge the concept of special programming in terms of their experience with *Over Easy*.

Wave I: Unaware Respondents

"Who are they? Do they differ from aware individuals in terms of their access to potential sources of awareness of *Over Easy* (e.g., organizational or mass media sources)?"

Unaware respondents were 69 percent of the total number of contacts made in the Wave I screening process. Of 499 unaware respondents identified, the ratio of females to males was 1.6 to 1. Fifty-eight percent of the respondents over 55 fell into the 55-64 age group, and 42 percent were 65 or older. Like the viewers and aware nonviewers, about 40 percent were in the lowest income group, another 40 percent fell in the middle income group and the rest earned over $15,000. Fifty-five percent lived in a two-person household, 13 percent lived alone, and the rest lived in a household of three or more people. Thirty-six percent were retired, 33 percent were employed full-time, 19 percent were unemployed and 12 percent were employed part-time. Forty-four percent were moderate weekday users of television, 14 percent were heavy users, and 41 percent were light users. The last figure contrasts with a 28 percent incidence of light viewing among viewers of *Over Easy*.

Two out of three unaware individuals belonged to a club, organization or association, compared to three out of four viewers. Past week attendance at meetings of such groups was also lower for the unaware (30 percent) than for viewers (41 percent), although past week attendance at religious meetings was almost identical for both groups. Finally, reported past week media use was very high among the unaware, as it was among viewers and aware nonviewers, although magazine use was lowest for this group (75 percent).

In addition to the tendency of nonviewers to belong to and attend fewer group meetings, an important characteristic of the unaware individual, in comparison to the viewer and aware nonviewer, is his/her lighter use of weekday television. Unaware individuals are lighter viewers of weekday television (when *Over Easy* is aired in most markets) than are aware individuals. This is certainly compatible with the earlier finding that channel flipping was an important source of awareness of the program among viewers.

"Given a brief description of the program, do they express interest in viewing it?"

Seventy-eight percent expressed an interest, while 19 percent were not interested. Disinterest was highest among the youngest age group (32 percent) and the highest income group (24 percent).

"What do they think of the program concept?"

Asked what they thought of the concept of special programming for and about older persons, 39 percent judged it an "excellent" idea, 50 percent thought it was "good" and 10 percent found it a "fair" or "bad" idea. Males were less likely to call it an excellent idea (26 percent) than were women (46 percent). The most common reason (66 percent) for finding it an excellent idea was that older people have special interests, information needs and problems. This figure is almost identical to that for aware nonviewers, and is similarly lower than that for viewers (46 percent). The second most cited reason (15 percent) was that other TV programs are inappropriate for older people. This 15 percent is low in comparison to the 25 percent of the aware nonviewers and 30 percent of the viewers who gave this reason. However, with less TV viewing on the part of these respondents, this response might well be expected to occur less frequently among them.

With respect to the argument that special TV programming can provide the older viewer with inspiration, encouragement or motivation, only seven percent of the unaware mention this (versus eight percent of the aware nonviewers and 22 percent of the viewers). Again, this reason for strongly approving special TV programs for the elderly is shown to be strongest among viewers (22 percent) whose reactions to the program and to the program concept may well be interacting.

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SUPPORTING TABLES

AWARENESS/REACTIONS

Table 3-10

WAVE I TOTAL RETURNS: DEMOGRAPHICS OF OLDER AND YOUNGER RESPONDENTS

	Total	55 Years and Over	25-54 Years
Total	2000	1600	400
Percent	100.0	100.0	100.0
Sex			
Male	707	537	170
Percent	35.4	33.6	42.5
Female	1293	1063	230
Percent	64.7	66.4	57.5
Income			
Under $5,000	771	653	118
Percent	38.6	40.8	29.5
$5,000 - $14,999	764	617	147
Percent	38.2	38.6	36.8
$15,000 and Over	422	292	130
Percent	21.1	18.3	32.5
No Answer	45	38	5
Percent	2.2	2.4	1.3
Education			
Grade School or Less	173	160	13
Percent	8.7	10.0	3.3

Table 3-10 — Continued

Some High School/High School Graduate	930	762	168
Percent	46.5	47.6	42.0
One or More Years of College	889	671	218
Percent	44.5	41.9	54.5
No Answer	8	7	1
	.4	.4	.3
Household Size			
One	349	229	120
Percent	17.5	14.3	30.0
Two	1130	1095	35
Percent	56.5	68.4	8.8
Three or More	521	276	245
Percent	26.1	17.3	61.3
Population Density			
Non SMSA (2,500-49,999)	572	426	146
Percent	28.6	26.6	36.5
SMSA (50,000-1,999,999)	983	882	101
Percent	49.2	55.1	25.3
SMSA 2,000,000 +	445	292	153
Percent	22.3	18.3	38.3
Geographic Divisions			
Northeast	419	331	88
Percent	21.0	20.7	22.0
North Central	617	495	122
Percent	30.9	30.9	30.5
South	576	463	113
Percent	28.8	28.9	28.3
West	388	311	77
Percent	19.4	19.4	19.3

Table 3-11

WAVE I: DEMOGRAPHIC CHARACTERISTICS OF VIEWERS, AWARE NONVIEWERS AND PERSONS UNAWARE OF *OVER EASY*

	VIEWERS (N=1001)	AWARE NONVIEWERS (N=500)	UNAWARE (N=499)
SEX			
Male	33%	37%	38%
Female	67%	63%	62%
AGE			
24-54	20%	20%	20%
55-64	41%	42%	47%
65+	39%	38%	33%
INCOME			
Under $5,000	39%	39%	38%
$5,000-$14,999	38%	37%	40%
$15,000+	21%	22%	21%
N/A	2%	2%	2%
EMPLOYMENT			
Full-Time	25%	29%	33%
Part-Time	10%	10%	12%
Not Employed	23%	20%	19%
Retired	42%	41%	36%
N/A	0%	0%	0%

Table 3-12

WAVE I: LIFESTYLE CHARACTERISTICS OF VIEWERS, AWARE NONVIEWERS AND PERSONS UNAWARE OF *OVER EASY*

	VIEWERS (N=1001)	AWARE NONVIEWERS (N=500)	UNAWARE (N=499)
LAST WEEK ACTIVITIES			
Read Newspaper	98%	96%	95%
Listen to Radio	91%	90%	89%
Watch TV	100%	99%	98%
Read Magazine	87%	79%	75%
Attend Club/Assn. Meeting	41%	35%	30%
Attend Religious Service/Meeting	55%	55%	53%
Go to Movie	7%	7%	3%
Bus/Taxi/Subway	15%	10%	11%
N/A	—	0%	—
BELONG TO CLUB, ORGANIZATION, ASSOCIATION			
Yes	75%	69%	67%
No	25%	31%	34%
AMOUNT OF TV VIEWING AVERAGE WEEKDAY			
Heavy	19%	18%	14%
Medium	53%	50%	44%
Light	28%	32%	41%
N/A	—	0%	0%

Table 3-13

WAVE I:
EVALUATIONS OF THE CONCEPT OF A TELEVISION PROGRAM FOR AND ABOUT OLDER PEOPLE

	VIEWERS (N=1001)	AWARE NONVIEWERS (N=500)	UNAWARE (N=499)
Excellent	56%	41%	39%
Good	37%	48%	50%
Fair/Bad	5%	10%	10%

Table 3-14

WAVE I: REASONS FOR SAYING SPECIAL PROGRAMMING FOR ELDERLY IS AN EXCELLENT IDEA

	VIEWERS (N=1001)	AWARE NONVIEWERS (N=500)	UNAWARE (N=499)
Elderly Have Special Interests, Information Needs, Problems	27%	27%	26%
Other TV Programs Inappropriate	17%	10%	6%
Motivation	12%	3%	3%
Help Older People Solve Their Problems	1%	3%	4%
Good for Nonelderly Too	4%	3%	3%

Table 3-15

WAVE I VIEWERS AND AWARE NONVIEWERS: INITIAL SOURCE OF AWARENESS OF *OVER EASY*

	VIEWERS (N=1001)	AWARE NONVIEWERS (N=500)
Mass Media	37%	57%
Drop In Viewing	29%	2%
PTV Stations	19%	18%
Interpersonal	9%	9%
All Others	3%	5%
DK/NA	4%	9%

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Table 3-16

AWARENESS AND VIEWING OF *OVER EASY*

WAVE I

	Total	%	25-54	%	55+	%
Viewers	1,000	6	200	4	800	7
Aware Nonviewers	4,300	25	1,054	21	3,246	27
Unaware	11,656	69	5,140	76	7,770	66

WAVE II

	Total	%	25-54	%	55+	%
Viewer	500	7	100	5	400	8
Aware Nonviewers	1,544	73	373	20	1,171	24
Unaware	4,788	70	1,407	75	3,381	68

WAVE I: VIEWERS

Table 3-17

WAVE I VIEWERS: "How did you first hear about *Over Easy*"

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
	(1001)	(333)	(668)	(200)	(410)	(391)	(389)	(380)	(208)
Total Base	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mass Media (Net)	37	29	41	28	39	40	42	35	33
Drop In Viewing (Net)	29	35	26	37	29	25	25	30	35
PTV Stations (Net)	19	18	19	25	19	14	18	19	18
Interpersonal (Net)	9	9	9	6	7	13	9	8	9
~~All Others (Net)~~	3	2	3	3	3	3	4	3	3
Don't Know/ No Answer	4	6	3	3	3	5	3	5	2

	Employment			Household Size			Idea of Program			Recency of Viewing		
	Full or Part Time	Not Em-ployed	Re-tired	1	2	3 or More	Excel-lent	Good	Fair/ Bad	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(357)	(226)	(417)	(203)	(569)	(229)	(576)	(367)	(55)	(454)	(78)	(451)
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mass Media (Net)	33	38	40	38	39	32	38	37	22	37	39	37
Drop In Viewing (Net)	35	25	26	25	28	34	27	32	29	28	30	30
PTV Stations (Net)	19	21	16	18	18	21	18	19	20	20	18	17
Interpersonal (Net)	8	9	10	11	10	5	10	6	15	10	10	8
All Others (Net)	3	4	3	4	2	5	3	3	6	4	—	3
Don't Know/ No Answer	3	3	4	3	4	4	3	4	9	2	4	4

Table 3-18

WAVE I VIEWERS: "Did you watch *Over Easy* within the past two weeks?"

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(1001)	(333)	(668)	(200)	(410)	(391)	(389)	(380)	(208)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did You Watch *Over Easy* Within the Past Two Weeks?									
Yes	55	53	55	46	57	57	59	51	54
No	44	47	45	56	43	43	41	50	46

	Employment			Household Size			Idea of Program			Recency of Viewing		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/ Bad	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(357)	(226)	(417)	(203)	(569)	(229)	(576)	(367)	(55)	(454)	(78)	(451)
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did You Watch *Over Easy* Within The Past Two Weeks?												
Yes	50	54	59	54	55	53	59	49	45	83	17	—
No	50	47	41	46	45	47	42	51	55	—	—	100

Table 3-19

WAVE I RECENT VIEWERS: FREQUENCY OF VIEWING *OVER EASY*

							Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(1001)	(333)	(668)	(200)	(410)	(391)	(389)	(380)	(208)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
If yes, how many days ago did you watch?									
In past week	83	85	82	75	85	84	82	85	83
Over one week ago but within past two weeks.	14	14	15	21	13	13	14	14	14
DK/NA	3	2	3	3	2	3	4	1	3
If yes, how many programs have you watched in past two weeks?									
1 or 2	44	44	45	61	45	35	47	43	45
3 or 4	27	32	24	23	27	29	24	23	38
5 to 10	27	21	29	17	25	32	28	31	15
more than 10	2	3	1	*	1	4	2	3	2
N/A	*	*	1	*	*	1	*	1	1

	Employment			Household Size			Idea of Program		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad
Total Base	(357)	(226)	(417)	(203)	(569)	(229)	(576)	(367)	(55)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
If yes, how many days ago did you watch?									
In past week	80	81	87	87	83	80	86	81	36
Over one week ago but within past two weeks.	18	16	11	9	15	17	13	16	11
DK/NA	2	3	2	4	2	3	2	3	*
If yes, how many programs have you watched in past two weeks?									
1 or 2	52	50	36	34	45	53	41	49	25
3 or 4	28	23	27	26	28	25	26	28	15
5 to 10	19	26	33	36	25	22	30	22	5
more than 10	1	2	3	3	2	1	2	2	53
N/A	*	*	1	2	*	*	1	*	25

*Less than .5 percent.

Table 3-20

WAVE I NONRECENT VIEWERS: FREQUENCY OF VIEWING *OVER EASY*

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(1001)	(333)	(668)	(200)	(410)	(391)	(389)	(380)	(208)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
If no, how many *Over Easy* programs have you ever seen?									
1 or 2	59	59	59	62	63	53	58	59	59
3 to 5	26	30	24	22	27	29	24	28	28
6 to 10	10	6	11	8	7	13	11	8	9
More than 10	4	5	4	7	3	4	4	5	3
N/A	1	1	1	1	1	1	3	*	*

	Employment			Household Size			Idea of Program		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad
Total Base	(357)	(226)	(417)	(203)	(569)	(229)	(576)	(367)	(55)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
If no, how many *Over Easy* programs have you seen?									
1 or 2	61	62	56	53	59	65	60	42	1
3 to 5	25	21	30	30	26	22	25	26	20
6 to 10	8	12	9	7	11	8	10	9	5
More than 10	6	4	4	10	3	3	5	3	2
N/A	1	1	1	1	*	2	*	2	*

*Percentage less than .5

Table 3-21

WAVE I VIEWERS: OVERALL OPINION OF THE PROGRAM

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(1001) 100%	(333) 100%	(668) 100%	(200) 100%	(410) 100%	(391) 100%	(389) 100%	(380) 100%	(208) 100%
Liked more than Disliked	85	81	87	76	89	85	86	85	83
Disliked more than Liked/Neutral	15	20	13	25	11	15	14	15	17

	Employment			Household Size			Idea of Program			Recency of Viewing		
	Full or Part Time	Not Em-ployed	Re-tired	1	2	3 or More	Excellent	Good	Fair/Bad	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(357) 100%	(226) 100%	(417) 100%	(203) 100%	(569) 100%	(229) 100%	(576) 100%	(367) 100%	(55) 100%	(454) 100%	(78) 100%	(451) 100%
Liked more than Disliked	83	85	86	85	86	81	91	82	40	93	81	77
Disliked more than Liked/Neutral	17	15	14	15	14	19	10	18	60	7	19	23

Table 3-22

WAVE I VIEWERS: REASONS FOR LIKING *OVER EASY*

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(847) 100%	(268) 100%	(579) 100%	(151) 100%	(364) 100%	(332) 100%	(336) 100%	(323) 100%	(172) 100%
All Comments on Moderator	40	40	40	36	43	37	38	38	45
Program For/About Elderly (Net)	40	27	47	40	39	43	44	42	32
Information (Net)	39	27	44	32	43	37	44	35	35
Entertainment (Net)	20	22	19	21	20	20	20	19	21
Topics (Net)	19	18	20	21	21	17	21	17	22
Style (Net)	8	4	9	4	11	7	10	7	6
All Other Reasons (Net)	22	27	20	20	22	24	22	22	23
No Answer	1	2	1	1	*	2	1	1	2

*Below .5 percent.

	Employment			Household Size			Idea of Program			Recency of Viewing		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(295) 100%	(192) 100%	(360) 100%	(172) 100%	(489) 100%	(186) 100%	(521) 100%	(301) 100%	(22) 100%	(422) 100%	(63) 100%	(348) 100%
All Comments On Moderator	41	39	39	36	38	47	39	40	45	40	40	39
Program For/About Elderly (Net)	38	43	41	40	42	35	44	36	23	45	32	37
Information (Net)	30	58	36	43	39	34	13	81	14	49	21	30
Entertainment (Net)	18	18	22	20	19	23	16	26	14	27	21	11
Topics (Net)	22	22	16	25	17	19	20	20	9	24	19	14
Style (Net)	6	9	8	6	8	8	8	8	0	8	11	7
All Other Reasons (Net)	23	15	26	20	23	22	21	21	23	18	46	23
No Answer	1	1	2	1	1	1	1	1	9	1	2	1

Table 3-23

WAVE I VIEWERS: "*Over Easy* is . . ."

	Total		Total
Total Base	(1001)	Total Base	(1001)
Unfavorable	100%	Favorable	100%
Not For Me	10	Unique	77
Dull	7	Inspiring	66
Patronizing	23	Good Company	89
Condescending	15	My Type of Program	74
Depressing	5	Entertaining	89
Dumb	2	Treats Older People With Dignity	95
Boring	6	Informative	94
No Answer	1	Serves a Useful Purpose	91
		Motivating	70

Table 3-24

WAVE I VIEWERS: "Would you say the idea of having a program for older people is. . ."

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(1001)	(333)	(668)	(200)	(410)	(391)	(389)	(380)	(208)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excellent Idea	56	46	64	64	62	50	62	59	49
Good Idea	37	44	33	33	33	42	34	36	43
Fair/Bad Idea	5	10	3	3	4	8	4	5	7

	Employment			Household Size			Recency of Viewing		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(357)	(226)	(417)	(203)	(569)	(229)	(454)	(78)	(451)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excellent Idea	58	65	54	64	56	56	63	54	53
Good Idea	37	32	39	32	37	40	34	26	41
Fair/Bad Idea	5	4	7	3	6	3	4	8	6

Table 3-25

WAVE I VIEWERS: "EXCELLENT IDEA" — REASONS WHY

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(576)	(152)	(424)	(128)	(254)	(194)	(240)	(223)	(102)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other TV Programs Inappropriate	29	20	32	30	31	24	37	22	25
Elderly Have Special Interests, Information Needs, Problems	46	57	42	45	42	52	40	48	52
Motivation	22	14	25	17	24	22	22	23	21
Help Older People Solve Their Problems	4	4	4	5	4	4	5	4	3
Good for Non-Elderly Too	7	7	8	13	7	4	7	8	8

	Employment			Household Size			Idea of Program			Recency of Viewing		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(206)	(146)	(224)	(130)	(317)	(129)	(576)	—	—	(287)	(42)	(238)
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other TV Programs Inappropriate	25	40	25	32	26	31	29	—	—	32	19	25
Elderly Have Special Interests, Information Needs, Problems	47	38	50	48	45	47	46	—	—	44	55	47
Motivation	23	25	19	16	24	21	22	—	—	26	14	17
Help Older People Solve Their Problems	3	5	3	2	4	6	4	—	—	4	2	4
Good for Non-Elderly Too	11	5	6	8	7	8	7	—	—	6	10	9

Table 3-26

WAVE I VIEWERS: "GOOD IDEA" — REASONS WHY

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(367)	(148)	(219)	(66)	(137)	(164)	(133)	(136)	(90)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other TV Programs Inappropriate	22	18	25	27	19	23	22	23	21
Elderly Have Special Interests, Information Needs, Problems	47	46	47	45	48	46	41	50	49
Motivation	16	11	18	17	18	13	23	12	10
Help Older People Solve Their Problems	5	5	4	11	2	4	3	7	4
Good for Non-Elderly Too	5	7	4	14	5	2	4	7	6

	Employment			Household Size			Recency of Viewing		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(133)	(72)	(161)	(64)	(211)	(92)	(146)	(29)	(183)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other TV Programs Inappropriate	25	19	21	31	19	22	17	17	28
Elderly Have Special Interests, Information Needs, Problems	42	54	47	42	49	46	43	59	49
Motivation	14	19	15	20	14	15	16	21	14
Help Older People Solve Their Problems	5	7	4	3	4	8	3	3	6
Good For Non-Elderly Too	9	4	3	8	12	11	7	7	4

Table 3-27

WAVE I AWARE NONVIEWERS: INITIAL SOURCES OF AWARENESS

		Sex		Age			Income		
	Total	Male	Female	25-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(500) 100%	(185) 100%	(315) 100%	(100) 100%	(212) 100%	(188) 100%	(193) 100%	(186) 100%	(111) 100%
Mass Media (Net)	57	45	63	46	59	59	64	50	56
Drop-In Viewing (Net)	2	4	1	2	0	0	3	2	2
PTV Stations (Net)	18	21	17	25	0	2	15	23	18
Interpersonal (Net)	9	12	8	9	11	8	7	12	8
All Others (Net)	5	5	4	6	4	5	4	5	5
DK/NA	9	12	6	7	9	9	8	8	10

	Employment			Household Size			Idea of Program		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad
Total Base	(196) 100%	(99) 100%	(205) 100%	(81) 100%	(288) 100%	(131) 100%	(206) 100%	(239) 100%	(50) 100%
Mass Media (Net)	53	68	55	63	59	47	58	55	56
Drop-In Viewing (Net)	3	2	2	3	2	3	1	3	5
PTV Stations (Net)	21	13	18	17	17	22	17	20	16
Interpersonal (Net)	11	5	10	10	8	12	12	7	11
All Others (Net)	4	6	4	4	5	5	4	5	6
DK/NA	8	6	11	4	9	10	7	10	8

Table 3-28

WAVE I AWARE NONVIEWERS: REASONS FOR NOT VIEWING

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(500) 100%	(185) 100%	(315) 100%	(100) 100%	(212) 100%	(188) 100%	(193) 100%	(186) 100%	(111) 100%
Scheduling	36	42	32	48	35	30	28	39	43
Meant to Watch But Never Got Around To It	31	30	31	21	32	34	33	32	25
Don't Know When It's On	9	7	10	—	12	10	10	7	8
Would Have Watched But Don't Get Good Reception On That Channel	7	4	10	11	9	4	10	8	4
Selective Nonviewing	5	6	4	11	3	4	5	4	7
Don't Watch Much TV, Generally	4	5	4	4	3	5	4	4	5
All Other Reasons	8	4	10	2	7	12	10	6	6
Nothing Applies/ No Answer	1	2	*	3	—	1	1	1	1

*Percentage less than .5

Table 3-28 (Cont.)

WAVE I AWARE NONVIEWERS: REASONS FOR NOT VIEWING

	Employment			Household Size			Idea of Program		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad
Total Base	(196)	(99)	(205)	(81)	(288)	(131)	(206)	(239)	(50)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Scheduling	45	30	30	32	35	40	37	36	32
Meant To Watch But Never Got Around To It	25	34	34	30	31	31	32	31	28
Don't Know When It Is On	6	8	12	5	13	3	7	10	10
Would Have Watched But Don't Get Good Reception On That Channel	7	10	6	12	7	6	11	5	8
Selective Nonviewing	8	6	2	5	3	11	4	5	10
Don't Watch Much TV, Generally	4	3	5	4	5	4	3	5	4
All Other Reasons	4	9	11	11	9	4	6	10	6
Nothing Applies/ No Answer	2	*	1	1	*	2	1	1	2

*Percentage less than .5

Table 3-29

WAVE I AWARE NONVIEWERS: "Would you be interested in the program?"

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(500)	(185)	(515)	(100)	(212)	(188)	(193)	(186)	(111)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Interested	82	75	87	69	88	83	85	85	75
Not Interested	14	21	11	29	10	11	11	12	23
DK/NA	4	5	3	2	2	6	4	3	3

	Employment			Household Size			Idea of Program		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad
Total Base	(196)	(99)	(205)	(81)	(288)	(131)	(206)	(239)	(50)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Interested	80	83	84	79	85	79	90	82	50
Not Interested	18	14	10	17	11	20	8	14	38
DK/NA	2	3	6	4	5	2	2	4	12

Table 3-30

WAVE I AWARE NONVIEWERS: "Would you say the idea of having a program for older people is. . ."

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(500)	(185)	(315)	(100)	(212)	(188)	(193)	(186)	(111)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excellent Idea	41	34	45	52	44	32	43	43	39
Good Idea	49	51	46	41	46	53	49	49	44
Fair/Bad	10	14	8	7	9	13	7	8	16

	Employment			Household Size		
	Full or Part Time	Not Employed	Retired	1	2	3 or More
Total Base	(196)	(99)	(205)	(31)	(238)	(131)
	100%	100%	100%	100%	100%	100%
Excellent Idea	45	46	35	49	36	48
Good Idea	47	41	52	47	50	43
Fair/Bad	8	12	11	2	15	9

Table 3-31

WAVE I AWARE NONVIEWERS: EXCELLENT IDEA, REASONS WHY

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(206)	(63)	(143)	(52)	(93)	(61)	(82)	(79)	(43)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Elderly Have Special Interests, Information Needs, Problems	66	73	63	52	62	84	68	57	77
Other TV Programs Inappropriate	25	16	29	31	31	11	21	34	16
Motivation	8	3	10	8	11	5	5	11	9
Good For Non-Elderly Too	8	6	8	21	5	0	10	4	12
Help Older People Solve Their Problems	7	3	8	10	11	3	7	6	7

	Employment			Household Size		
	Full or Part Time	Not Employed	Retired	1	2	3 or More
Total Base	(89)	(45)	(72)	(40)	(103)	(63)
	100%	100%	100%	100%	100%	100%
Elderly Have Special Interests, Information Needs, Problems	60	69	72	58	71	63
Other TV Programs Inappropriate	25	29	24	25	27	22
Motivation	9	11	6	10	9	6
Good for Non-Elderly Too	12	9	1	10	3	14
Help Older People Solve Their Problems	10	4	4	13	6	5

Table 3-32

WAVE I AWARE NONVIEWERS: GOOD IDEA, REASONS WHY

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(239) 100%	(94) 100%	(145) 100%	(41) 100%	(98) 100%	(100) 100%	(94) 100%	(91) 100%	(49) 100%
Elderly Have Special Interests, Information Needs, and Problems	31	33	31	22	33	35	33	31	29
Other TV Programs Inappropriate	24	20	27	22	29	21	28	23	20
Motivation	7	6	8	12	8	4	5	7	10
Good For Non-Elderly Too	6	5	6	15	7	1	4	5	10
Help Older People Solve Their Problems	6	3	8	2	5	8	7	4	6

	Employment			Household Size		
	Full or Part Time	Not Employed	Retired	1	2	3 or More
Total Base	(92) 100%	(41) 100%	(106) 100%	(38) 100%	(145) 100%	(56) 100%
Elderly Have Special Interests, Information Needs, Problems	65	61	68	31	34	27
Other TV Programs Inappropriate	26	39	17	18	22	34
Motivation	9	7	6	11	6	7
Good for Non-Elderly Too	10	7	2	3	3	14
Help Older People Solve Their Problems	5	7	6	3	7	5

Table 3-33

WAVE I UNAWARE RESPONDENTS: "Would you say the idea of having a program for older people is . . ."

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(499)	(189)	(310)	(100)	(233)	(166)	(189)	(198)	(103)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excellent	39	26	46	44	40	33	43	39	33
Good	50	59	45	46	49	54	50	49	54
Fair/Bad	10	13	8	9	9	13	6	12	11

	Employment			Household Size		
	Full or Part Time	Not Employed	Retired	1	2	3 or More
Total Base	(225)	(95)	(178)	(65)	(273)	(161)
	100%	100%	100%	100%	100%	100%
Excellent	42	40	34	46	37	39
Good	47	52	54	45	53	48
Fair/Bad	10	7	12	6	10	12

Table 3-34

WAVE I UNAWARE: EXCELLENT, REASONS WHY

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(193)	(50)	(143)	(44)	(94)	(55)	(81)	(77)	(34)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Elderly Have Special Interests, Information Needs, Problems	66	58	70	59	67	73	69	66	65
Other TV Programs Inappropriate	15	8	17	18	15	13	20	14	6
Help Older People Solve Their Problems	11	10	12	20	10	7	14	9	12
Motivation	6	4	8	5	6	11	12	1	6
Good For Non-Elderly Too	7	6	7	14	4	5	6	8	6

	Employment			Household Size		
	Full or Part Time	Not Employed	Retired	1	2	3 or More
Total Base	(94)	(38)	(60)	(30)	(100)	(63)
	100%	100%	100%	100%	100%	100%
Elderly Have Special Interests, Information Needs, Problems	65	74	65	67	66	68
Other TV Programs Inappropriate	17	16	12	10	14	19
Help Older People Solve Their Problems	12	18	7	17	9	13
Motivation	2	5	17	17	4	8
Good For Non-Elderly Too	7	5	7	—	7	10

Table 3-35

WAVE I UNAWARE: GOOD IDEA, REASONS WHY

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(251)	(112)	(139)	(46)	(115)	(90)	(94)	(97)	(56)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Elderly Have Special Interests, Information Needs, Problems	33	39	30	33	32	35	33	33	32
Other TV Programs Inappropriate	8	8	8	7	8	9	9	6	11
Help Older People Solve Their Problems	8	6	10	4	12	6	6	7	14
Good For Non-Elderly Too	7	6	8	20	3	6	6	10	4
Motivation	6	6	5	—	7	7	5	4	9

	Employment			Household Size		
	Full or Part Time	Not Employed	Retired	1	2	3 or More
Total Base	(106)	(49)	(96)	(29)	(145)	(77)
	100%	100%	100%	100%	100%	100%
Elderly Have Special Interests, Information Needs, Problems	31	36	35	26	34	34
Other TV Programs Inappropriate	7	12	7	7	8	9
Help Older People Solve Their Problems	8	10	7	10	8	8
Good For Non-Elderly Too	9	4	6	4	5	9
Motivation	4	6	7	7	6	5

WAVE II: SELECTED FINDINGS

Wave II Results

An ideal design for determining change from one time period to another is to reinterview a sample which had already been interviewed and in addition take a new sample at the same time. This was done in the Awareness and Reaction Study, and the reinterview sample (500 viewers) serves to tell us whether viewing of the *Over Easy* program had changed in any way over a five to six week period of time. In addition, the independent sample taken during Wave II provides a control measurement with which to assess possibly sensitizing effects of reinterviewing the panel of 500 viewers.

New Viewers and Panel Viewers

The new sample taken during Wave II behaves in almost every respect exactly like the initial sample taken about a month before, during Wave I. When we examine responses to various questions using the reinterview sample, there is no evidence that repeated measurements taken on the viewer panel have artificially affected their responses. For example, in response to whether the panel had viewed *Over Easy* "during the past two weeks", over half (55 percent) of the Wave I respondents said "Yes," and at Wave II, 48 percent of the *same* respondents said "Yes" they had seen the program during the "past two weeks". The response of the 500 new Wave II viewers was exactly the same: 48 percent said "Yes" they had viewed the program during the past two weeks. If the panel had been sensitized by the reinterview process, there might have been a tendency for the second interview to induce some exaggeration, with a higher proportion citing viewing of *Over Easy* within the past two weeks.

However, in response to the question on frequency of viewing over the past two weeks, the data reveal a significantly higher proportion of the Wave II panel viewers saying they watched between five and ten programs during the past two weeks in comparison to the responses of these same people during Wave I (36 percent vs. 24 percent). In this case, the new Wave II viewers have almost the same frequency distribution of viewing as the original Wave I panel.

The new viewers in Wave II first became aware of the program through virtually the same means as those identified by panel viewers in Wave I. (See Table 3-36)

The panel viewers were asked their opinion of the show in Wave II. Eighty-four percent said they liked the program more than disliked it, which compares almost exactly to their answers in Wave I (83 percent). There is a significant difference, however, in reasons they gave for liking the shows. Only 30 percent of the viewers in Wave II gave comments about Hugh Downs, compared to 41 percent who gave some comment about the moderator a month earlier in Wave I. This difference was offset by a higher proportion of Wave II responses emphasizing the fact that the program is for/about the elderly (53 percent) compared to 43 percent of Wave I responses. Apparently, the viewers who had a longer time to continue viewing the show and perhaps to have become loyal viewers, seemed to start taking Hugh Downs for granted and to begin appreciating the targeted nature of the program.

The new viewers' responses to this question are very similar to the responses given in Wave I by the panel viewers.

The distribution of words and phrases selected as describing the viewers' image of the program was exactly the same for Wave I and Wave II panel responses, with two notable exceptions. A higher proportion of the panel selected the words, "Unique" (83 percent) and "Inspiring" (73 percent), in Wave II compared to Wave I (76 percent and 67 percent respectively).

The new viewers' image of the program, however, strongly resembled that of the panel viewer in Wave I. Two-thirds or more selected favorable words and phrases to describe the program, but a significant proportion (27 percent) also felt the program was patronizing compared to 22 percent and 23 percent of the panel viewers in Wave I and Wave II. (See Table 3-42.) This particular aspect of the show deserves remedial action and might be corrected through increased involvement of the studio audience.

Are there significant demographic variations in the new viewers' image of the program? Are certain types of people more favorable than others? What about those who indicate their image of the program is somewhat unfavorable?

The data reveal some important demographic differences with respect to the new viewers' image of *Over Easy*. Those 65 and over have a far more positive image of the program than do younger viewers. The older group selects the word "inspiring", and characterizes the program as "my type of program" to a much greater extent than the younger groups. New viewers in the lowest income group consider the program "inspiring" to a greater extent than do those in the highest income bracket ($15,000 and over). Those who have viewed the program more recently (past seven days) are more favorable to the program than those whose recency of viewing was "over two weeks ago". The two primary descriptors which are critical of the program are "patronizing" and "condescending". These words are mentioned much more by males, with "patronizing" mentioned most by those 65 and over and by retired viewers.

Aware Nonviewers

How do the Wave II respondents become aware of the program? Is there an increase in interpersonal communication as an initial source? What do the aware nonviewers think of the program concept? What proportion of these nonviewers became viewers between the two waves?

The initial sources of awareness of the program among the Wave II sample are not significantly different from the responses given in Wave I. To the panel of aware nonviewers, the Wave II questionnaire asked, "Since we last talked to you about the program, have you heard about *Over Easy* from any other sources?" Twenty-three percent of the Wave II panel either responded "don't know" or gave no answer at all, compared to only 5 percent who gave the same response in Wave I.

Even though they had not viewed the program, 44 percent of the Wave II sample said the idea of having a program for the elderly was an "excellent idea". The principal reason for considering it an excellent idea was that the "elderly have special interests, information needs and problems". These nonviewers displayed a high level of interest in the program.

When the respondents were asked why they did not view the program, the main response was "scheduling". These people might be added to the *Over Easy* audience, if the program were moved to a more convenient time slot. The Wave II panel includes a large number of people (13 percent) who might have tried to watch it after the Wave I interview, but found that they "don't get good reception on that channel".

If the program were moved from its present 6:30 p.m. feed time and much more heavily promoted, a large proportion of the nonviewers could probably be induced to at least try the program.

SUPPORTING TABLES

WAVE II

Table 3-36

INITIAL SOURCE OF AWARENESS OF *OVER EASY*

	VIEWERS Wave I	NEW VIEWERS (Wave II Only)
	(1001)	(500)
	100%	100%
Mass Media	37	37
Drop-In Viewing	29	24
PTV	19	22
Interpersonal	9	10
All Others	3	3
DK/NA	4	4

Table 3-37

OVERALL OPINION OF THE PROGRAM

	VIEWER PANEL		NEW VIEWERS
	Wave I	Wave II	(Wave II Only)
TOTAL BASE	(500)	(500)	(500)
Liked More Than Disliked	83.0	84.0	86.0
Disliked More Than Liked/Neutral	17.0	16.0	14.0

Table 3-38

"Did You Watch *Over Easy* Within The Past Two Weeks?"

	VIEWER PANEL		NEW VIEWERS
	Wave I	Wave II	(Wave II Only)
TOTAL BASE	(500)	(500)	(500)
Did You Watch Over Easy Within The Past Two Weeks?			
Yes	55.0	48.0	48.0
No	45.0	52.0	52.0

Table 3-39

REASONS FOR LIKING *OVER EASY*

	VIEWER PANEL		NEW VIEWERS
	Wave I	Wave II	(Wave II Only)
TOTAL BASE	(417)	(421)	(428)
1. All Comments on Moderator	41.0	30.0	38.0
2. Program For/About Elderly (Net)	43.0	53.0	42.0
3. Information (Net)	41.0	42.0	43.0
4. Entertainment (Net)	18.0	19.0	16.0
5. Topics (Net)	21.0	24.0	26.0
6. Style (Net)	9.0	4.0	9.0
7. All Other Reasons (Net)	13.0	20.0	16.0
8. No Answer	7.0	6.0	10.0

Table 3-40

RECENT VIEWERS: FREQUENCY OF VIEWING *OVER EASY*

	VIEWER PANEL		NEW VIEWERS
	Wave I	Wave II	(Wave II Only)
TOTAL BASE (Watched In The Past Two Weeks)	(275)	(239)	(239)
If Yes, How Many Days Ago Did You Watch?			
In Past Week	33.0	87.0	80.0
Over One Week Ago But Within The Past Two Weeks	14.0	13.0	18.0
DK/NA	3.0	*	3.0
If Yes, How Many Programs Have You Watched In The Past Two Weeks?			
1 or 2	47.0	35.0	40.0
3 or 4	27.0	25.0	29.0
5 to 10	24.0	36.0	26.0
More than 10	2.0	5.0	3.0
N/A	*	0	2.0

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* Less than .5 percent

Table 3-41

NONRECENT VIEWERS: FREQUENCY OF VIEWING *OVER EASY*

	VIEWER PANEL		NEW VIEWERS
	Wave I	Wave II	(Wave II Only)
TOTAL BASE	(225)	(261)	(261)
If No, How Many *Over Easy* Programs Have You Ever Seen?			
1 or 2	58.0	43.0	50.0
3 to 5	29.0	30.0	37.0
6 to 10	9.0	18.0	9.0
More than 10	4.0	10.0	4.0
N/A	0	0	0

Table 3-42

"*Over Easy* Is . . ."

Total Base	VIEWER PANEL (N=500) Wave I	VIEWER PANEL (N=500) Wave II	NEW VIEWER (N=500) (Wave II Only)
Favorable			
Unique	76.0	83.0	76.0
Inspiring	67.0	73.0	67.0
Good Company	88.0	86.0	89.0
My Type of Program	73.0	72.0	72.0
Entertaining	88.0	86.0	88.0
Treats Older People With Dignity	96.0	96.0	94.0
Informative	94.0	93.0	93.0
Serves a Useful Purpose	92.0	93.0	91.0
Motivating	72.0	70.0	69.0
Unfavorable			
Not For Me	11.0	13.0	13.0
Dull	8.0	8.0	8.0
Patronizing	22.0	23.0	27.0
Condescending	15.0	16.0	16.0
Depressing	5.0	4.0	4.0
Dumb	2.0	2.0	2.0
Boring	6.0	7.0	6.0
No Answer	•	1.0	•

•Below .5%

Table 3-43

DEMOGRAPHIC CHARACTERISTICS

	WAVE VIEWERS (N=1001) 100%	WAVE II NEW VIEWERS (N=500) 100%
SEX		
Male	33	35
Female	67	65
AGE		
24-54	20	20
55-64	41	40
65+	39	40
INCOME		
Under $5,000	39	38
$5,000-$14,999	38	39
$15,000	21	22
N/A	2	2
EMPLOYMENT		
Full-Time	25	25
Part-Time	10	11
Not Employed	23	18
Retired	42	46
N/A	0	0

Table 3-44

LIFESTYLE CHARACTERISTICS

	WAVE I VIEWERS (N=1001) 100%	WAVE II NEW VIEWERS (N=500) 100%
LAST WEEK ACTIVITIES		
Read Newspaper	98	96
Listen to Radio	91	90
Watch TV	100	99
Read Magazine	87	87
Attend Club, Assn. Meeting	41	45
Attend Religious Service/ Meeting	55	58
Go to Movie	7	9
Bux/Taxi/Subway	15	15
N/A	0	0
BELONG TO CLUB, ORGANIZATION, ASSOCIATION		
Yes	75	75
No	25	25
AMOUNT OF TV VIEWING AVERAGE WEEKDAY		
Heavy	19	21
Medium	53	49
Light	28	30
N/A	0	0

Table 3-45

WAVE II: NEW VIEWERS — PROGRAM IMAGE

		Sex		Age			Income		
	Total	Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(500) 100%	(175) 100%	(325) 100%	(100) 100%	(201) 100%	(199) 100%	(189) 100%	(193) 100%	(109) 100%
FAVORABLE									
Unique	76	77	76	77	75	78	78	76	75
Inspiring	67	63	69	61	66	70	69	69	59
Good Company	89	88	90	88	89	91	89	90	88
My Type of Program	72	71	73	60	74	77	72	72	74
Entertaining	88	90	87	88	87	91	88	89	89
Treats Older People With Dignity	94	92	96	92	95	95	93	97	92
Informative	93	89	95	94	94	91	91	93	95
Serves a Useful Purpose	91	88	93	93	92	90	91	91	92
Motivating	69	62	73	71	68	69	67	73	69

	Employment			Household Size			Idea of Program			Recency of Viewing		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(181) 100%	(91) 100%	(228) 100%	(113) 100%	(277) 100%	(110) 100%	(280) 100%	(199) 100%	(21) 100%	(188) 100%	(43) 100%	(261) 100%
Unique	77	76	76	81	77	71	81	73	48	79	74	75
Inspiring	70	60	66	59	69	67	72	64	19	75	63	60
Good Company	89	88	90	89	90	88	92	89	57	93	93	86
My Type of Program	72	65	76	72	74	68	78	70	24	83	86	62
Entertaining	89	87	89	85	90	89	91	87	67	91	91	85
Treats Older People With Dignity	94	92	96	95	96	89	96	95	67	95	95	93
Informative	97	92	90	95	92	92	96	92	66	93	95	92
Serves a Useful Purpose	92	92	90	96	91	86	94	92	43	93	88	90
Motivating	69	71	68	69	70	68	78	62	24	72	72	67

Table 3-46

WAVE II: NEW VIEWERS

	Total	Sex		Age			Income		
		Male	Female	24-54	55-64	65-Over	Under 5,000	5,000 to 14,999	15,000 & Over
Total Base	(500)	(175)	(325)	(100)	(201)	(199)	(189)	(193)	(109)
	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNFAVORABLE									
Not for Me	13	17	11	12	11	15	13	14	11
Dull	8	11	7	7	10	8	9	9	7
Patronizing	27	39	21	22	26	32	25	30	24
Condescending	16	25	12	19	13	19	15	17	17
Depressing	4	8	3	2	6	5	3	6	6
Dumb	2	2	2	3	2	2	2	2	3
Boring	6	7	6	8	7	5	5	5	9

	Employment			Household Size			Idea of Program			Recency of Viewing		
	Full or Part Time	Not Employed	Retired	1	2	3 or More	Excellent	Good	Fair/Bad	Past 7 Days	8-14 Days Ago	Over 2 Weeks
Total Base	(181)	(91)	(228)	(113)	(277)	(110)	(280)	(199)	(21)	(188)	(43)	(261)
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not for Me	12	12	14	15	11	15	11	13	38	8	12	16
Dull	8	10	8	7	8	12	6	8	38	5	5	12
Patronizing	25	20	32	27	27	29	26	30	29	24	26	30
Condescending	16	14	18	16	15	21	15	19	10	15	19	17
Depressing	3	2	6	3	4	7	3	6	14	4	5	5
Dumb	1	3	2	2	1	4	1	2	19	1	2	3
Boring	7	8	5	7	5	8	5	5	38	2	7	9

Table 3-47

"WOULD YOU BE INTERESTED IN THE PROGRAM?"

	WAVE I AWARE NONVIEWERS (500) 100%	AWARE NONVIEWER PANEL (186) 100%		WAVE II NEW AWARE NONVIEWERS (250) 100%
		Wave I	Wave II	
Interested	82	76	69	85
Not Interested	14	19	24	12
DK/NA	4	4	8	3

Table 3-48

REASONS FOR NONVIEWING

	WAVE I AWARE NONVIEWERS (500) 100%	AWARE NONVIEWER PANEL (186) 100%		WAVE II NEW AWARE NONVIEWERS (250) 100%
		Wave I	Wave II	
Scheduling	36	36	43	43
Meant to Watch But Never Got Around To It	31	31	18	28
Don't Know When It's On	9	7	7	4
Would Have Watched But Don't Get Good Reception On That Channel	7	8	13	9
Selective Nonviewing	5	5	5	5
Don't Watch Much TV Generally	4	4	6	5
All Other Reasons	8	7	7	6
Nothing Applies/ No Answer	1	1	1	1

Table 3-49

SOURCES OF AWARENESS OF *OVER EASY*[*]

	WAVE I AWARE NONVIEWERS (500) 100%	AWARE NONVIEWER PANEL (186) 100%		WAVE II NEW AWARE NONVIEWERS (250) 100%
		Wave I	Wave II[*]	
Mass Media	57	58	45	54
Drop-In Viewing	2	3	3	4
PTV Stations	18	20	16	18
Interpersonal	9	11	10	11
All Others	5	4	2	4
DK/NA	9	5	23	9

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[*] Initial sources of awareness of *Over Easy* ("How did you first hear about *Over Easy*?") are reported under: Wave I Aware Nonviewers, Aware Nonviewer Panel (Wave I and Wave II) and under New Aware Nonviewers. Answers reported under Aware Nonviewer Panel (Wave II) were in response to the question, "Since we last talked with you about the program, have you heard about *Over Easy* from any other sources?"

Table 3-50

"Would you say the idea of having a program for older people is. . ."

	WAVE I AWARE NONVIEWERS (500) 100%	AWARE NONVIEWER PANEL (186) 100%		WAVE II NEW AWARE NONVIEWERS (250) 100%
		Wave I	Wave II	
Excellent Idea	41	46	46	44
Good Idea	48	46	46	47
Fair/Bad	10	8	8	9

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IMPACT STUDY

Purpose

The impact study was intended to provide more controlled and detailed information about viewer reactions to the program than could be obtained in the Awareness/Reactions study.

One major purpose of the Impact study was to obtain program-specific information about the sources of viewer liking/disliking of a specific set of *Over Easy* programs. Also, the study was designed to evaluate the effectiveness of *Over Easy* programs in conveying particular and detailed information about viewer responses to a set of specific *Over Easy* programs.

Major research questions posed were:

1. How effective is the program in conveying specific information to viewers about topics and services of special interest to older persons? Do viewers perceive this kind of information to be useful to them?
2. To what extent can overall liking/disliking of the program be related to viewer evaluations of specific program elements and characteristics?
3. To what extent do viewers' attitudes about aging and degree of knowledge of services available to older persons predispose viewer liking of, and learning from the program?
4. Which program components and/or elements are more and which are less memorable to viewers?
5. How much do viewers retain the attitudinal messages the program projects about approaches to, and philosophies of aging?
6. Is *Over Easy* judged to be more or less accurate than other TV programs in its portrayal of older people and of aging-related topics?

Method

Sample

Given the small audience size for *Over Easy* and the need to get data from a large number of viewers regarding the same set of programs, a decision was made to study the impact of recruited viewing. Recruitment and post-viewing interviews were accomplished by phone, with respondents selected from phone directories, and the sample partially supplemented by random-digit dialing. Six communities were selected in which five groups of 40 viewers were recruited to watch one of five programs aired on consecutive days in each of the communities. The six communities were selected on the basis of geographic spread and variation in population density. They were: Miami, Pittsburgh, Tucson, Los Angeles, Chicago and Charlotte, N.C. The five programs viewers were asked to watch were the same in all six communities. A 50 percent attrition rate was expected between stated agreement to view during the recruitment interview and the completion of the post-test interview, resulting in a target sample size of 120 viewers per program across the six communities.

Procedures

To evaluate the effectiveness of individual programs in transferring information to viewers, the initial recruitment phone call included a pretest of respondent knowledge of information to be presented in the program he or she would view. Then a pretest/post-test comparison could be made of viewer knowledge of the subject matter treated in a given program.

Concerns about sensitization effect problems associated with viewer recruitment were compounded by the design requirement for measuring pre-viewing/post-viewing changes in viewer knowledge. The pretest itself might be informative, and/or respondents might strive for response consistency, if pretest and the post-test were temporally close. It was also thought that increasing the time period between recruitment and post-testing might serve to decrease sensitization to the recruitment. One week was scheduled between recruitment/pretest and post-test, with respondents receiving a reminder postcard in the mail approximately three days before their scheduled viewing. Post-testing occurred the day after assigned viewing.

Additional steps were taken to reduce sensitization effects. Recruitment was for one hour of TV viewing on a specified channel at a specified time, with no mention of *Over Easy* until the post-test clearly disregarded the other half-hour program respondents had also been asked to watch. Camouflage items were also inserted in the questionnaire, to distract respondents from the focus of the study.

Instrument

Questionnaires were developed which included both questions applicable to the *Over Easy* series as a whole and questions specially tailored to each episode. The tailoring of these latter questions was accomplished by intensive pre-broadcast analysis of the five programs by the research staff. Programs were produced two weeks before they were fed nationally, so the five study episodes were available to the research staff seven to ten days before the programs were to be aired, and often less than four days before the tailored questionnaire items had to be sent into the field.

The recruitment/pretest instrument obtained information about possible prerecruitment viewing of, and attitudes toward *Over Easy*, previewing knowledge of locally available services for older people and previewing attitudes toward aging.

The post-test contained items designed to collect the following kinds of information: verification of viewing; aided and unaided recall of programs components and content; liking/disliking for the whole program, its elements and characteristics; post-viewing knowledge of information presented in the Expert Interview; and respondent demographics and lifestyle data.

Results

Highlights of the Impact Study are presented below. Data which speak to the major research questions posed in this study are summarized briefly under the particular question which directed their collection and analysis.

"How effective is the program in conveying specific information to viewers about topics and services of special interest to older persons?"

Significant increases in post-viewing knowledge of subject matter covered in the Expert Interview occurred on three items for three episodes, and on four items for the other episode tested in this manner. Fifty-two percent of all recruited viewers showed a premeasure to post-measure increase in knowledge of the subject matter, 26 percent showed no change, and 22 percent showed a decrease.*

All age and income groups showed such significant information gains, with younger (55-64) respondents somewhat more likely to show gains than older (75 +) respondents and the middle income group more likely to show gains than the lower or upper income groups.

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*Without a control group given these tests and no exposure to the episode, it is not possible to estimate how much natural fluctuation in responses to the test items should be expected.

"Do viewers perceive this kind of information to be useful to them?"

In response to the open-ended question about the perceived utility of the information provided in the Expert Interview, a large number of respondents indicated they had learned how or where to obtain further information about the subject matter discussed. The mention of behavioral responses made possible by the interview was most associated with the Expert Interview (episode #80) which dealt with highly actionable information (i.e. symptoms warranting a checkup for diabetes). With less directly actionable information (e.g., eligibility requirements and benefits related to Medicare and Medicaid), viewers mentioned acquiring information which they would be able to act on, given conditions that made utilization of such services salient to them. This was not true for the Expert Interview (episode #79) in which a psychiatrist discussed relationships between mature children and their older parents. This interview produced fewer specific responses about the potential usefulness of the information. Across all Expert Interviews, low income respondents found the information less useful than higher income respondents.

Looking at the percentage of viewers who recorded the mailing address presented in the "Keeping Posted" segment also provides some comment on the extent to which viewers judged the program's information segments to be useful to them. The percentage of viewers recording the address ranged across episodes from 35 percent to 55 percent.

"To what extent can overall liking/disliking of the program be related to viewer evaluations of specific program elements and characteristics?"

Both overall and component liking/disliking scores were largely very positive, within a small range. Across episodes, the percentage of respondents who reported liking a specific program segment "a lot" ranged from 52 percent to 69 percent, with the exception of one possibly sensitive or even offensive interview, liked "a lot" by only 43.6 percent. The Expert Interview received the most consistently positive segment evaluation, with 67.2 percent of the respondents liking it "a lot", and the Celebrity Interview was least liked, with 57.7 percent liking it "a lot."

Overall program liking scores were also very high. Across episodes, 62.1 percent to 74.2 percent said they liked the program "a lot." Favorable descriptive phrases and adjectives were also frequently checked as applicable to *Over Easy*, and negative descriptors were infrequently used. Most frequently used positive descriptors credited the program with being informative (91 percent) and with portraying older people fairly (85 percent). Most frequently rejected negative descriptors were characterizations of the program as "boring" (10 percent) and "depressing" (seven percent). Most frequently used negative descriptors were "talks down to older people" (20 percent) and "not for me" (28 percent).

Because of the high concentration of favorable evaluations of the overall program and its components, it was not possible to explore how liking/disliking of individual program components might explain overall liking/disliking of the program.

"To what extent do viewers' attitudes about aging and their degree of knowledge of services available to older persons predispose viewer liking of, and learning from, the program?"

Awareness of community services was related to pre-recruitment natural viewing of *Over Easy*. The higher the level of awareness, the more likely a respondent was to have viewed *Over Easy* on his or her own initiative prior to the recruitment. Of persons aware of these services in their community, only 11.5 percent were viewers. Of those aware of one or two services, 17.5 percent were previous viewers, and 29.5 percent of those aware of three or four services had previously seen the show.

Both previewing level of awareness of community services and attitudes toward aging were related to recording the address presented in the "Keeping Posted" segment. Respondents with greater awareness of available services were more likely to have recorded it than the less aware, and respondents with more positive attitudes toward aging recorded it more often than those with less positive attitudes.

Liking for various program components is related to attitudes about the perceived accuracy of other TV programs in portraying older people. Those who perceived this portrayal as accurate tend to like the various segments "a lot", while undecided respondents are less positive about program components.

Respondents who had previously viewed the program naturally were more likely to be positive about the fact that the program is for older persons and about the way the program portrays older people than were previous nonviewers of *Over Easy*.

"Which program components and/or elements are more and which are less memorable to viewers?"

The Celebrity Interview was the most highly recalled program element in a day-after recall test, recalled by a range of 59 percent to 85 percent of all respondents. Across episodes, Hugh Downs was mentioned by 51 percent to 62 percent of the viewers. Recall of the Expert Interview occurred in a wider range of 36 percent to 77 percent of respondents. Unaided recall of the final segment (Lifestyle in four episodes and a second Celebrity Interview with entertainment in the fifth) was only 36 percent to 38 percent for four episodes, but was much higher (56 percent) for episode #76. The consumer information segment consistently had the lowest recall scores ranging from seven percent to 26 percent.

Looking at all program components, 82 percent of all respondents were able to recall two or more of them, and 56 percent could recall three or more.

"How much do viewers retain the attitudinal messages the program projects about approaches to, and philosophies about aging?

For the Celebrity Interview, 77 percent of the viewers recalled at least one precoded attitudinal point. For the final segment, the figure was 74 percent. Eleven percent of the viewers recalled three or more points from the Celebrity Interview, and 12 percent of them recalled three or more points from the final segment. Viewers reproduced a diverse group of attitudinal messages, especially discussions of family relationships, hard work, continuing productivity and professional involvement. Day-after recall of attitudinal points was quite common.

SUPPORTING TABLES

IMPACT

Table 3-51

INFORMATION GAIN
Percent of Respondents Giving Correct Answer

	Item 1		Item 2		Item 3		Item 4		Item 5	
isode: Topic	Pre-measure %	Post-measure %	Pre-measure %	Post-measure %	Pre-measure %	Post-measure %	Pre-measure %	Post-measure %	Pre-measure %	Post-measure %
isode 76 Medicare	64	87*	56	68*	53	51	45	69*	58	79*
isode 77 Medicaid	26	73*	36	77*	54	90*	61	68	—	—
isode 78 Pensions	18	44*	69	93*	23	42*	—	—	47	60
isode 80 Diabetes	94	97	78	74	72	83*	84	94*	31	62*

ignificant difference between pre-measure and post-measure

Table 3-52

INFORMATION GAIN*
Percent of Respondents Showing Increase, No Change, or Decrease in Correct Information Items

Change in Correct Information Items	Total	Age			Sex		Education			Employment		
		55-64	65-74	75+	Male	Female	Elementary	High School	College	Retired	Employed	Unemployed
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	52.0	57.4	48.7	41.7	54.4	50.5	57.5	49.0	53.9	50.5	51.9	57.2
No Change	26.3	24.7	26.0	33.3	19.0	31.1	17.5	28.6	25.6	23.8	32.1	27.3
Decrease	21.7	17.8	25.4	25.1	26.5	18.6	25.0	22.3	20.6	25.7	16.0	15.6
(Analyzed Respondents)	(369)	(174)	(146)	(48)	(147)	(222)	(40)	(147)	(180)	(210)	(81)	(77)

*Information gain (or loss) is computed by subtracting the number of correct True-False Items at pre-measure from the number of correct items at post-measure. All four episodes with these information items are combined. Since respondents may guess at True-False items, chance is likely to produce some scores which decrease. In all cases, the percent of increasing scores is greater than the percent of no change, or decreasing scores.

Table 3-53

INFORMATION GAIN

Percent of Respondents Showing Increase, No Change or Decrease in Correct Information Items

Change in Correct Information Items	Total	Income			Previous Viewing of *Over Easy*		Awareness of Four Community Services			Positive Attitudes Toward Aging		
		Under 5,000	5,000 - 15,000	15,000+	Yes	No	0	1-2	3-4	Low	Med.	High
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	52.0	42.3	62.7[a]	48.8	51.3	52.1	55.9	55.2	48.2	52.3	49.7	56.5
No Change	26.3	29.8	21.6	26.2	28.2	25.9	25.6	25.0	27.6	20.5	31.7	20.5
Decrease	21.7	26.9	15.6	25.0	20.5	22.0	18.5	19.7	24.1	52.3	49.7	56.5
(Analyzed Respondents)	(369)	(104)	(134)	(84)	(78)	(290)	(43)	(152)	(174)	(88)	(199)	(78)

[a] Persons with income of $5,000 - $15,000 showed significantly more information gain than persons with incomes under $5,000 or over $15,000.

Table 3-54

EPISODE 76

Felt the information on Medicare would be useful in this way	Percent of Respondents*
Generally informative, useful	52
Tells people how or when to sign up or to collect benefits	32
Lets people know specific benefits which are available	14
Tells people how or where to get additional information on Medicare	11
Tells people that coverage is not automatic	7
Provides information on eligibility requirements	6
All other	11

*Some persons gave multiple responses

Table 3-55

EPISODE 77

Felt the information on Medicaid would be useful in this way	Percent of Respondents*
Gives information on how or where to find out more about Medicaid	30
Generally informative, useful	25
Provides information regarding eligibility requirements	17
Provides information about specific benefits available under Medicaid	14
Informs people that prescriptions and medication are covered by Medicaid	11
The information would not be useful	3
All other	24

*Some persons gave multiple responses

Table 3-56

EPISODE 78

Felt the information on pensions would be useful in this way	Percent of Respondents*
Generally informative or useful	33
Makes individuals aware of their rights concerning pension plans	21
Encourages individuals to seek more information about pension plans	16
Provides information useful for certain groups of people (e.g., people in a certain age category)	11
Gives information related to cost of living, or ability to live on pensions	2
Provides information on legal or other facts about how pensions operate	2
The information would not be useful	2
All other	14

*Some persons gave multiple responses

Table 3-57

EPISODE 79

Felt the information in the discussion with the psychiatrist would be useful in this way	Percent of Respondents*
Generally informative, useful	43
Advises people about parent/child or older persons/younger persons' relationships	34
Encourages older people to be self-reliant	11
The information would not be useful	7
Encourages older people to be more active, participate in organizations	1
All other	11

*Some persons gave multiple responses

Table 3-58

EPISODE 80

Felt the information on diabetes would be useful in this way	Percent of Respondents*
Encourages people to see their doctors or get a check-up	47
Generally informative, useful	22
Informs people about the symptoms of diabetes	22
Tells people what diabetics can and can't do or what dietary restrictions are involved	13
Tells people they could have diabetes without being aware of it	4
Tells people it is important to diagnose and treat the disease early	2
The information would not be useful	1
All other	20

*Some persons gave multiple responses

Table 3-59

PERCEIVED UTILITY OF INFORMATION FOR DIFFERENT TYPES OF VIEWERS

(Percent of Respondents)

Number of Information Uses Mentioned	Total	Income			Previous Viewing of *Over Easy*		Awareness of Four Community Services			Positive Attitudes Toward Aging		
		Under 5,000	5,000 - 15,000	15,000+	No	Yes	0	1-2	3-4	Low	Med.	High
	%	%	%	%	%	%	%	%	%	%	%	%
0 Use	16.2	25.6[a]	10.0[a]	17.6	17.5	11.5	19.6	16.2	15.2	16.6	15.2	14.8
1 Use	58.3	46.5[b]	64.7[b]	59.3[b]	58.1	58.6	54.9	60.7	56.7	58.3	59.8	55.6
2 or more Uses	25.4	28.0	25.4	23.1	24.4	29.8	19.6	21.5	23.6	25.0	25.0	29.7
(Analyzed Respondents)*	(420)	(129)	(150)	(91)	(332)	(87)	(51)	(191)	(178)	(108)	(224)	(81)

[a] Under $5,000 income group differs significantly from $5,000 - $15,000 income group

[b] Under $5,000 income group differs significantly from other two groups

* Asked only of respondents who reported remembering the Expert Interview segment

Table 3-60

RECORDING OF "KEEPING POSTED" ADDRESS

	Total	Income			Previous Viewing of *Over Easy*		Awareness of Four Community Services			Positive Attitudes Toward Aging		
		Under 5,000	5,000 - 15,000	15,000+	No	Yes	0	1-2	3-4	Low	Med.	High
	%	%	%	%	%	%	%	%	%	%	%	%
Percent of respondents who wrote down the address to write for consumer booklets:	44.4	39.0	45.8	43.6	44.6	43.8	21.4[a]	47.8[a]	45.8	36.8[b]	47.5[b]	44.4
(Analyzed Respondents)*	(257)	(77)	(96)	(55)	(193)	(64)	(24)	(115)	(118)	(68)	(141)	(45)

[a] Respondents aware of 0 community services differ significantly from those aware of 1-2 services.

[b] Low group differs significantly from medium group.

* Asked only of respondents who reported remembering the "Keeping Posted" segment.

Table 3-61

COMPONENTS OF EACH EPISODE

Components	Episode 76	Episode 77	Episode 78	Episode 79	Episode 80
Celebrity Interview	Hilde Parks and Alex Cohen	Bill Macy and Samantha Harper	John Cassavetes and Gena Rowlands	Ann Sothern and Tisha Sterling	Helen O'Connell
Expert Interview	Bob Binstock: Medicare	Bob Binstock: Medicaid	James Schultz: pensions	Dr. Eisdorfer: family relations	Dr. Burnstein: diabetes
Consumer Information: "Keeping Posted"	consumer booklets: "Keeping Family Household Records", "Myths about Vitamins" "Your Money's Worth and Food"	Retired Senior Volunteer Program	consumer booklets (same as Episode 76)	consumer booklets (about travel tips for the handicapped)	consumer booklets (same as Episode 76)
Final Segment (Entertainment/ Lifestyle)	Patsy Montana, country singer	Harruki Nakamura, Japanese gardner	Sykes Williams, pianist	Jimmy Walker, blues singer	August Sebastiani, California winemaker

Table 3-62

EVALUATIVE DESCRIPTIONS OF *OVER EASY*

(Percent of Respondents Agreeing with Statement)

"Over Easy. . . ."	Episode 76 %	Episode 77 %	Episode 78 %	Episode 79 %	Episode 80 %
Is inspiring	64.3	68.5	62.9	66.7	67.3
Is good company	86.6	84.3	74.3	79.3	85.7
Is my type of program	60.7	70.8	68.6	66.7	66.3
Is entertaining	77.7	82.0	70.0	74.7	89.8
Portrays older people fairly	88.4	86.5	77.1	80.5	87.8
Is informative	92.0	94.4	90.0	88.5	89.8
Is boring	16.1	7.9	20.0	11.5	6.1
Is not for me	39.3	22.5	32.9	33.3	25.6
Talks down to older people	31.2	20.2	23.2	18.4	19.4
Is depressing	5.4	7.9	12.9	11.6	4.1

Table 3-63

EVALUATIVE DESCRIPTIONS OF *OVER EASY*

(Percent of Respondents Agreeing With Statement)

	Total	Age			Sex		Education			Employment		
"Over Easy . . ."		55-64	65-74	75+	Male	Female	Elementary	High School	College	Retired	Employed	Unemployed
	%	%	%	%	%	%	%	%	%	%	%	%
Is inspiring	66.1	67.3	67.8	57.4	63.8	67.6	78.7[a]	69.7	60.3	67.1	64.1	66.3
Is good company	82.9	83.4	84.2	77.0	81.0	84.0	89.4	83.8	80.4	82.2	82.6	84.7
Is my type of program	66.4	66.3	67.8	62.3	63.2	68.4	83.0[a]	69.2	59.8	69.9	63.0	70.4
Is entertaining	79.5	80.5	80.3	73.8	80.5	78.9	85.1	79.5	78.0	80.6	77.2	78.6
Portrays older people fairly	84.9	86.3	86.9	73.8	83.9	85.5	87.2	83.8	85.0	86.0	83.7	82.7
Is informative	91.1	94.1	90.2	83.6	94.3	89.1	93.6	91.9	89.7	89.9	92.4	93.9
Is boring	10.2	7.3	12.0	14.8	10.3	10.2	6.4	9.7	11.7	11.2	9.8	8.2
Is not for me	28.1	25.9	26.2	41.0	29.3	27.3	34.0	24.9	29.0	29.8	27.2	24.5
Talks down to older people	19.9	16.1	21.9	26.7	22.4	18.2	27.7[a]	24.5	14.0	21.8	17.4	17.3
Is depressing	6.5	4.9	8.2	6.6	6.3	6.6	10.6	4.9	7.0	6.2	4.4	9.2
(Analyzed Respondents)	(449)	(205)	(183)	(61)	(174)	(275)	(47)	(185)	(214)	(258)	(92)	(98)

[a] Respondents with elementary education differ significantly from respondents with college education

Table 3-64

LIKING OF PROGRAM COMPONENTS
(Percent of Respondents Liking Program Component "A Lot")

Program Component:	Total	Memberships Clubs/Organizations			Perceived Portrayal of Aging on TV			Hours of TV Viewing Daily		
		None	1	2 or more	Accurate	Undecided	Inaccurate	0-2	3-5	6+
	%	%	%	%	%	%	%	%	%	%
Celebrity interview	57.7	63.5	52.1	54.9	64.3	50.0[ab]	47.6[c]	54.2	58.6	61.8
	(388)	(159)	(96)	(133)	(224)	(80)	(84)	(107)	(210)	(68)
Expert interview	67.2	72.2	63.9	63.6	70.7	58.0	66.7	64.5	68.5	67.7
	(387)	(158)	(97)	(132)	(225)	(81)	(81)	(107)	(213)	(65)
Final segment (Entertainment/Lifestyle)	61.7	61.6	63.8	59.7	68.0	52.4[b]	54.3[c]	59.3	60.1	71.2
	(399)	(159)	(105)	(134)	(225)	(82)	(92)	(113)	(218)	(66)
Consumer segment	60.0	64.4	53.0	60.0	58.2	62.9	62.3	54.4	62.2	63.6
	(335)	(221)	(83)	(120)	(196)	(62)	(77)	(90)	(188)	(55)

[a] Undecided group differs significantly from "inaccurate" group.
[b] Undecided group differs significantly from "accurate" group.
[c] "Inaccurate" group differs significantly from "accurate" group.

NOTE: Number of analyzed respondents appear in parentheses. Only respondents reporting they recalled a specific component were questioned about it.

Table 3-65

LIKING OF PROGRAM ASPECTS
(Percentage of Respondents Liking Program Aspect “A Lot”)

Program Aspect:	Total	Income			Previous Viewing of *Over Easy*		Awareness of Four Community Services			Positive Attitudes Toward Aging		
		Under 5,000	5,000-15,000	15,000+	Yes	No	0	1 - 2	3-4	Low	Med.	High
	%	%	%	%	%	%	%	%	%	%	%	%
Hugh Downs, the host	81.0	83.2	81.1	77.3	79.6	86.2	72.7	78.6	85.7	93.1[a]	76.9	79.5
The way the program portrayed older people	66.7	66.1	70.4	60.8	63.0[b]	81.7	52.7	68.0	69.4	67.8	67.4	65.9
The information provided by the program	71.0	68.6	78.6	63.5	69.2	78.5	63.6	70.0	74.0	70.2	72.6	65.9
The fact that the program is for older people	67.8	67.0	69.2	62.5	65.6[b]	76.6	60.0	67.0	70.8	72.2	69.8	58.6
The entertainment part of the program	58.9	63.9	62.7	49.5	57.1	66.0	61.5	55.3	61.9	63.5	59.4	52.9
(Analyzed Respondents)	(456)	(139)	(160)	(98)	(360)	(95)	(55)	(202)	(199)	(116)	(244)	(89)

NOTE: Number of analyzed respondents varies up to “+”8 due to “No answer” responses.

[a] Low group differs significantly from other two groups.

[b] Previous viewers (“Yes”) differ significantly from those not viewing previously.

Table 3-66

UNAIDED RECALL OF PROGRAM COMPONENTS*
(Percent of Viewers of Each Episode Recalling The Components)

Components	Episode 76 %	Episode 77 %	Episode 78 %	Episode 79 %	Episode 80 %
Hugh Downs	53	58	54	51	62
Celebrity Interview	61	65	59	71	85
Expert Interview	77	67	44	36	69
Consumer Information	26	25	24	9	7
Final Segment (Entertainment/ Lifestyle)	56	36	37	37	38
(Number of Respondents)	(112)	(89)	(70)	(87)	(98)

*SOURCE: Post-measure Question 3.

Table 3-67

UNAIDED RECALL OF *OVER EASY* PROGRAM COMPONENTS*

(Percent of Respondents)

Number of Items Recalled Unaided	Total	Age			Sex		Education			Employment		
		55-64	65-74	75+	Male	Female	Elementary	High School	College	Retired	Employed	Unemployed
	%	%	%	%	%	%	%	%	%	%	%	%
0 Items	2.2	1.4	2.2	4.8	2.9	1.8	2.0	2.1	2.3	2.3	2.1	2.0
1 Item	15.8	16.3	17.9	8.1	17.8	14.5	18.4	18.1	13.4	13.8	14.9	20.8
2 Items	25.7	23.0	28.3	27.4	26.4	25.2	34.7	23.9	25.0	29.2	27.7	14.9
3 Items	29.4	32.1	25.5	32.3	28.7	29.8	34.7	33.0	25.0	30.0	20.2	36.6
4 Items	18.2	17.7	17.4	22.6	14.4	20.6	10.2	16.5	12.0	9.0	9.6	5.0
5 or more items	8.8	9.6	8.7	4.8	9.8	8.1	—	6.4	12.9	9.2	10.7	6.0
(Analyzed Respondents)	(456)	(209)	(184)	(62)	(174)	(282)	(49)	(188)	(216)	(260)	(94)	(101)

*Source: Post-measure Question 3

Table 3-68

UNAIDED RECALL OF ATTITUDINAL MATERIAL*

(Percent of Respondents)

[illegible]ber of Items	Celebrity Interview %	Final Segment %
0	23.2	25.9
1	40.8	38.6
2	24.8	23.2
3	10.7	9.0
4 or more	.4	3.3
(Analyzed Respondents)	(456)	(456)

*Source: Post-measure questions 6d, 8d.

INTERACTION OF PROGRAM AND LOCAL INSTITUTIONS

Purpose

The purpose of this study was to examine the amount and nature of interaction between the *Over Easy* program, Area Agencies on Aging (AAA), and the older persons they serve, as perceived by AAA Directors. In what ways and to what extent did AAAs across the country respond to the introduction of the *Over Easy* program in their respective communities? Furthermore, were the introduction of *Over Easy* and AAA responses to it accompanied by significant increases in requests for information about, and actual utilization of services for older persons?

To learn whether specific activities undertaken by AAAs with respect to *Over Easy* can be identified as facilitating increases in community interest in services for older people, the following major research questions were posed:

1) What specific activities were undertaken by AAAs in response to the appearance of *Over Easy* in their communities?

2) Have AAA Directors noticed any change in community interest in services for older persons since *Over Easy* was first broadcast in their areas?

3) Are there patterns of such activities (or inactivity) which are reliably associated with increases in community interest in services for older persons?

Method

Sample

Questionnaires designed to provide answers to these questions were sent to all 572 AAA Directors. These local AAAs are funded by the U.S. Administration on Aging through the State Agencies on Aging. Their primary function is to develop, coordinate and evaluate a comprehensive system for the delivery of social services to older persons. Directors of local AAAs were identified as individuals likely to be able to judge possible relationships between the introduction of *Over Easy* into their areas and changes in community interest in services for older citizens. AAAs were specially coded, using AoA ratings of area urbanization.

Procedures

The survey was conducted by Erdos and Morgan, Inc., of New York. An advance postcard announcing the survey was mailed to the 572 Directors on February 28, 1978, and the initial questionnaire was sent out to them March 3. A follow-up mailing of the questionnaire was sent out March 10. Finally, up to five telephone attempts were made to reach nonrespondents by mail, beginning March 20 and continuing until March 27. The last mail questionnaire was accepted March 28.

All survey contacts were done in the name of CPB. A letter preceding the initial postcard announcement and sent by HEW-AoA had been intended to encourage cooperation of AAA Directors with the survey, but, due to timing problems, it was never sent. Nonetheless, a final response rate of 89 percent was obtained.

Instrument

A four-page questionnaire was designed to obtain AAA Directors' descriptions of: overall and service-specific changes in community interest in, and use of services for older persons; previous and current activities undertaken by their agencies with respect to *Over Easy*; and station utilization of information and referral (I&R) services and follow-up programming to *Over Easy*. Finally, a page-long, open-ended question asked for the respondent's comments and suggestions about the program.

Results

"What specific activities were undertaken by AAAs in response to the appearance of Over Easy *in their communities?"*

Eighty-six percent of the respondents had attempted one or more activities in relation to *Over Easy*. Seventy-one percent reported one or more continuing activities. Across all AAAs the most frequently mentioned attempted activities were: "promote the series in your community" (82 percent), "encourage or help providers to promote the series with their elderly clients" (57 percent), and "expand your directory of local services available to elderly people in the community" (39 percent). Least frequently mentioned attempted activities were: "promote within all senior citizen groups" (3 percent), "participate in the local production of followup programming at the PBS station" (11 percent), and "initiate new services discussed on *Over Easy* but currently unavailable in your community" (13 percent).

On-going activities most frequently mentioned were: "promote the series in your community" (54 percent), "encourage or help providers to promote the series with their elderly clients" (38 percent), and "expand your directory of local services available to elderly people in the community" (34 percent). Least frequently mentioned on-going activities were: "promote within all senior citizen groups" (3 percent), "participate in the production of followup programming at the PBS station" (7 percent), and "encourage providers to establish their own referral systems with the station" (7 percent).

"Have AAA Directors noticed any changes in community interest in services for older persons, since Over Easy *was first broadcast in their areas?"*

Thirty-nine percent of the 505 Directors responding had noticed increases in requests about, and utilization of services for older persons in their areas. Fifty-three percent noticed no change and one noticed a decrease. Some of the respondents cautioned against any direct causal interpretation of possible correlations between the broadcast and levels of service utilization. Eight percent of the respondents indicated the overall increases they had recorded might well be attributable to other AAA activities. Another five percent who perceived no overall changes in level of service interest or utilization emphasized that other variables made it difficult to associate such changes with the *Over Easy* program.

When Directors were asked about possible changes in specific kinds of services, the services types most frequently associated with increased community utilization were: information and referral (46 percent), transportation (41 percent), in-home services (40 percent), and senior centers (40 percent), but even the least mentioned area, health, was cited by 33 percent of the Directors. It should be noted that the percentage of Directors perceiving no change in utilization of these same services ranged from 40 to 50 percent. Among all Directors, increased utilization was noticed for an average of three service types.

When asked about the manner in which community interest in specific services might have changed since the introduction of *Over Easy* in their areas, Directors most often mentioned "requests for information about the general availability of services to the elderly" (39 percent), and "requests about how to obtain a specific service" (36 percent). Only 15 percent cited "concerns about the manner in which specific services are provided." The percentage of Directors noticing no change in the various modes of expression of interest in services ranged from 50 to 72 percent, with 50 percent noticing no change in "requests for information about the general availability of services to the elderly" and 72 percent noticing no change in "concerns about the manner in which specific services are provided."

"Are there patterns of such activities (or inactivity) which are reliably associated with increases in community interest in services for older persons?"

The showing of the AAA or an I&R phone number by the PBS station appeared to be the most important factor in facilitating increased community interest in the program. Whereas 39 percent of all respondents had noticed an overall increase in community requests about, and utilization of services for older persons, 53 percent of the Directors who said the AAA or an I&R phone number was broadcast by the station reported such overall increases. The figure jumped to 65 percent when the phone number was that of the AAA. Forty percent of all respondents said their PBS station shows a phone number for viewers of *Over Easy*. Of this group, 36 percent say it is a community I&R service located within the AAA, 33 percent said it was their AAA number, 25 percent mentioned a community I&R service not located within the AAA, 17 percent mentioned the number of the state office or commission on aging, 15 percent mentioned a number located at the PBS station, and nine percent an AAA number in a different town or area.

Finally, the open-ended comments of all Directors who provided comments and suggestions about the *Over Easy* program were roughly content analyzed. (See Table 3-73.) Of the total of 176 comments offered by the 35 percent of the Directors surveyed, 78 percent were favorable remarks about the program. Of an almost equal number of suggestions offered for improving the program, the greatest number of suggestions (56 percent) emphasized the importance of airing the program at a different time than that in which it was currently broadcast.

SUPPORTING TABLES
INTERACTION OF PROGRAM AND LOCAL INSTITUTIONS

Table 3-69

Activities of AAA connected with *OVER EASY* program	Activities Attempted %	Activities On-going %
a. Promote the series in your community	82	54
b. Assist the PBS station in making contact with local service providers	25	14
c. Assist the PBS station in making contact with local groups representing the elderly	29	16
d. Help the station locate additional programming for and about the elderly	17	12
e. Expand your directory of local services available to elderly people in the community	39	34
f. Participate in the local production of follow-up programming at the PBS station	11	7
g. Assist the station in setting up a referral system to channel viewer inquiries about local services to the appropriate community provider	22	14
h. Encourage or help providers to promote the series with their elderly clients	57	38
i. Encourage providers to give the PBS station materials about their services	23	15
j. Encourage providers to establish their own referral systems with the station	12	7
k. Plan with local service providers for community activities related to Over Easy	14	10
l. Initiate new services discussed on Over Easy but currently unavailable in your community	13	10
m. Coordinate activities with agencies in adjacent planning and service areas which receive the same PBS signal your area does	22	15
n. Promote within all senior citizen groups	3	2
Miscellaneous other activities mentioned	14	8

(Base: 100% = 505)

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Table 3-70

Types of services for the elderly	Change in Actual Utilization			
	Any Increase	No Change	Any Decrease	No Answer
	%	%	%	%
Information and referral	46	40	1	13
Health	33	49	1	17
Transportation	41	43	1	15
Home repair	35	49	1	15
Legal and financial	35	49	*	16
In-home services	40	45	*	15
Social/recreational	35	50	*	15
Senior centers	40	45	*	15
Miscellaneous other services mentioned	8	3	—	89

(Base: 100% = 505)
* = less than 0.5%

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Table 3-71

	Change in Community Interest			
Item	Increased %	No Change %	Decreased %	No Answer %
a. Requests for information about the general availability of services to the elderly	39	50	•	11
b. Requests about how to obtain a specific service	36	53	•	11
c. Actual utilization of available services	32	55	•	13
d. Concerns about the lack of specific services	28	58	1	13
e. Concerns about the manner in which specific services are provided	15	72	1	12
f. Advocacy toward improved community efforts in meeting the needs of older persons	33	54	1	12
g. Miscellaneous other changes mentioned	10	•	–	90

(Base: 100% = 505)
• = less than 0.5%

Table 3-72

Item	All Respondents	AAA or I & R Number Shown
	%	%
Noticed an overall increase in requests and utilization of services	39	53
Noticed increase in the utilization of:		
Information and referral services	46	59
Health services	33	44
Transportation services	41	54
Home repair services	35	43
Legal and financial services	35	46
In-home services	40	52
Social-recreational services	35	46
Senior centers services	40	49
(Base)	100% = 505	100% = 200

Table 3-73

CONTENT ANALYSIS OF AAA DIRECTORS' OPEN-ENDED COMMENTS ABOUT *OVER EASY*

Total Base*	176 (100%)
Total # of Directors Offering Favorable Comments	78%
Total # of Directors Offering Unfavorable Comments	12%
Total # of Directors Offering both Favorable and Unfavorable Comments.	10%

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*Total Base = the number of Directors who offered their opinions of the *Over Easy* program in the final open-ended question. Thirty-five percent of all 508 Directors and 45 percent of Directors responding to this final question provided opinions about the program.

Suggestions for Improving the Program

Total Base**	177 (100%)
Change In Air Time	56%
More Promotion/Outreach	18%
Revise Content	12%
Put on Commercial Television	13%

**Total Base = the number of Directors who offered suggestions about how to improve the program. Thirty-five percent of all 508 Directors and 45 percent of Directors responding to this final question provided such suggestions.

EXPERTS' REACTIONS STUDY

Purpose

There were two major purposes for this study: (a) an assessment of the production quality of the program as currently produced, and (2) the translation of *Over Easy* viewer feedback into adaptive program production suggestions. The first purpose involved ascertaining the reactions of professional television producers regarding the production quality of *Over Easy*, as produced under current financial, time and personnel constraints. The second purpose involved asking these same producer-experts to relate the results of the Awareness/Reactions and Impact studies to their own critical viewing of selected *Over Easy* episodes and to generate technical recommendations for improving the appeal and effectiveness of the program.

Method

The contractor, Kappa Systems, Inc., established and met two major criteria for selection of producer experts. The three experts selected to participate in the study were professional producers of television programs who had not produced a PTV-funded series during the past two years. (This latter criteria was established to avoid potential conflict of interest.)

Two viewing/interviewing sessions were held, one individual screening session, and a second joint session with the remaining two producer experts. Experts were briefed prior to their sessions, by letter and phone conversations, as to the two purposes of the study and the contributions they were expected to make. They each received a $100 honorarium for extended interviews lasting several hours. All discussions were audio tape recorded and were semi-structured interviews, incorporating the following materials:

(a) a discussion of the purpose of the program;
(b) a brief description of the current viewership of *Over Easy*.

Episodes #78 and #80 were shown at both viewing sessions. These episodes were selected on the basis of audience data from the Awareness Study and, in particular, from the Impact Study, in which episode #78 was poorly received and episode #80 was well received. Other episodes or portions of episodes were selected for additional viewing during the course of the interview, as the experts' interest and the flow of the interview required. By showing common viewing materials to all three experts, areas of critical consensus or divergence on the same topics could be identified and related to the same *Over Easy* episode, program segment or element. By leaving the interview semistructured and allowing experts to select additional viewing materials of special interest to them, the qualitative nature of the critique was preserved.

Results

Discussions with experts included considerations of: set design, camera work, audience involvement, style of anchorperson, handling of interviews, use of bridges, music, visual aids, and many others. A number of problems were noted and suggestions were developed in each area.

The consensus of the three experts was that the general magazine-type format with a host/anchorperson is a good format choice, given the intent of the program and its budgetary constraints (approximately $30,000 per show).

The overall reaction of the experts was consistent with audience data. For example, Show #80 was considered to be a better production than Show #78. Examples of reasons for the difference are:

- Show #80 has better subject material throughout
- Helen O'Connell had vitality and seemed to draw Hugh Downs out
- The camera work was better, both in terms of presenting Helen O'Connell and tying-in the audience. There was more of a theater sense. A bridge between segments was introduced.

The results of the Impact and Awareness studies confirm these observations. For the five shows considered, recall of Hugh Downs was highest for Show #80. Helen O'Connell was the most recalled guest and the Expert Interview was second highest. Similarly, Show #80 was viewed as least boring, most inspiring, most entertaining, and least depressing of the five.

The producers were concerned that *Over Easy* can be a "very heavy" show. Production must therefore be sharp, kinetic, and bring liveliness and vitality into the show. Many of the observations of the experts related to this concern. Segments were variously described as diffuse, too long and rambling, lacking in focus, or apparently unplanned.

The producers made several recommendations intended to alleviate some of these problems with the program. Among their principal suggestions were the following:

a. The show is at times too indirect, if not indeterminate, about its themes and purposes. While there are clearly organizational and philosophical threads running through the overall program and its segments, direct statements of the program's objectives are rarely, if ever, verbalized. The program needs the kind of integrity and direction that such clear statements of program objectives would provide to the viewing audience. This kind of focus would serve to sharpen and organize the *Over Easy* monologues and interviews which now tend to be too long and unstructured.

b. This indirectness to the audience about program objectives may be a function of the lack of definition in program goals provided to the production staff. As currently stated, these program goals are too vaguely defined to guide day-to-day program production decisions (e.g. the structuring and scripting of Expert Interviews). It was recommended that a full-time research staff member be dedicated to translating the *Over Easy* program goals into operational production guidelines and recommendations.

c. The focus, sharpness and direction of program segments would also benefit from more advance planning and attention to production details. For example, "billboarding" of Celebrity Interview guests was recommended, whereby the reason for interviewing that individual about selected topics would flow from the theme of that day's program. Similarly, the use of visuals to support the Expert's presentation was suggested as a way to sustain audience attention and streamline the Expert Interviews. Finally, the use of more "bridges" and "bumpers" was recommended to ease the flow of the program from segment to segment.

d. Echoing the independent findings in several other studies (Scheduling/Viewing, Awareness/Reactions and Local Institutions), the producers strongly urged a change in the time at which the program is fed nationally. In particular, they felt the direct competition of network news programming was significantly reducing the size of the current *Over Easy* audience.

e. The producers felt the potential advantages of the live audience were not being fully realized with the current set, camera work and interviewing practices. They suggested that attempts be made to increase the interaction between the host and his guests and the studio audience. At the level of camera work, this would involve including more shots of Hugh Downs in relation to the audience. As to the set, it could be redesigned to put the studio audience in greater proximity to the stage, suggesting a more intimate relationship among audience, host and guests. Finally, one producer even suggested having audience members ask questions of, or otherwise directly respond to Expert Interview guests.

f. In spite of the well documented appeal of Hugh Downs (as confirmed in the Impact and Awareness/Reactions studies), total reliance on him as program host might be working against the vitality and animation the program needs. It was suggested that the use of a permanent or guest co-host be added, to enliven the interviews and strengthen program continuity.

IV. METHODOLOGICAL CRITIQUE

Before presenting conclusions drawn from the results of the five component studies, we will review the major strengths and weaknesses of the overall evaluation design as it was implemented. An understanding of these strengths and weaknesses is essential to an informed interpretation of the evaluation findings.

The Overall Evaluation Design

Looking at the overall evaluation design with its five component studies, several strengths of the evaluation effort can be identified. Perhaps most importantly, the five component studies provide information with which to judge the program from a variety of perspectives. The overall evaluation generated ideas on how diverse efforts (promotion, content development, production, and scheduling changes) might be used to improve program appeal and effectiveness. Reactions are gathered from viewers (Awareness/Reactions, Impact), from professionals serving older persons (Local Institutions), and from peer producers of television programs (Experts' Reactions), each of whom might be expected to bring different expectations and standards to an evaluation of the *Over Easy* program. And, of course, the program is also judged in terms of the traditional *sine qua non* measure of program effectiveness — audience size and demographics (Scheduling/Viewing).

Perhaps the most well-researched reactions studied in the evaluation were those of the program's target group audience (Awareness/Reactions, Impact). Here again, several types of evaluative reactions to *Over Easy* were collected. The program was evaluated in terms of: (1) its ability to convey "straight" information points to the viewer; (2) the perceived relevance of such information to viewers in the target group; (3) its appeal as a vehicle with which to attract viewers to such instructional efforts; and (4) its ability to convey attitudinal messages about, and philosophies of aging. The evaluation design also reached out to determine the feasibility of attracting them to *Over Easy* and whether the whole idea of special programming for older people is worth pursuing at all.

Another strength of the overall design is the balance of independence-interdependence struck among the several studies. Methodologies were sufficiently diverse for several major research questions that independent studies often provided a sense of convergent validity. In other cases, studies were purposely kept interdependent so that one study could benefit from the findings of a previous related evaluation effort.

Looking at the weaknesses of the overall design, however, the ill effects of time constraints and budget limitations imposed on the evaluation effort became apparent. All the component studies were affected by the time limitations in one way or another. In certain studies, these limitations meant that key items in the study instruments could not be pretested for reliability and validity (Impact and Awareness/Reactions in particular). In others, it meant limited sampling of the program content evaluated (Impact, Experts' Reactions, Scheduling/Viewing). In still others, it meant the focus of the evaluation had to be restricted to shorter-term effects of the program and its availability (Impact, Local Institutions, Scheduling, Awareness/Reactions).

Financial limitations also affected the study design, with sufficient funds often unavailable to take a costlier but cleaner approach to answering certain research questions. The lack of a control group in the Impact Study comes to mind here, as does the small number of experts interviewed in the Experts' Reaction Study. Also, with additional funding several component studies could have been added to the five we did conduct, to provide a fuller picture of the program's appeal and effectiveness.

For example, the following additional studies would have strengthened the overall evaluation:

a) analysis of viewers' written requests for booklets or other written materials promoted on the "Keeping Posted" segment as available to them through a variety of sources.

Since responses to these requests were often handled by the provider of the materials who usually did not have resources for such an analysis, we know little about the rate at which viewers of *Over Easy* requested booklets, or about the kind of booklets of greater or lesser interest to them.

b) an examination of actual utilization records of service providers, to complement the AAA estimates of community service utilization, as collected in the Local Institutions Study. Several AAA Directors wrote us that they hesitated to estimate possible fluctuations in community interest in services, and that the kind of painstaking analysis of provider records they would prefer to do could not be done quickly enough to respond to our questionnaire. Although the majority of the Directors did venture their estimates, it would have been useful to supplement these data with information from the records of actual providers, in selected communities.

c) content analysis of the program with a level of analysis sensitive to specific pieces of information presented about selected program topics (e.g., steps to take in establishing service eligibility, what to do about a given medical symptom, where to go for legal counseling). Such an analysis would have been very useful in determining whether the production staff had indeed communicated within the program the message it intended. This kind of analysis could have been combined with the Impact Study and with follow-up interviews with program producers, to compare intended program messages with actual content and with the information actually perceived and retained by the target group. It might also have revealed unintended messages that might be having "boomerang" effects (e.g., a "charity" tone to discussions of available services that would alienate an eligible, but proud viewer).

For each of the five evaluation studies that were conducted, a brief methodological critique follows.

Scheduling/Viewing

Weaknesses

Nielsen data only provide a measurement of the number of households tuned to a station. Audience size and demographics are totally inadequate measures of a program's success, when these data are not complemented by more qualitative research on program appeal and effectiveness.

Both Nielsen diaries and meters underrepresent older persons, so available Nielsen data for viewers 55 years of age and older may be underestimating actual audience size. Furthermore, because the audience for any given PTV program is usually small, there can be a very large standard error associated with rating and share data. In some instances, the real figure can be plus or minus 100 percent, although usually the variance is 35-50 percent.

The best use of Nielsen data involves the study of trends rather than absolute ratings or shares. There is greater statistical value in examining trends in Nielsen data over time than in looking at one time period or program.

Strengths

The method employed for collecting carriage data for *Over Easy* is standard operating procedure in public television audience research. Carriage data are regularly collected for one week each month from all 260 stations in the system. This procedure involves careful verification and few errors creep into the data collection process.

In spite of the fact that the study involved no control over the variety of scheduling practices tested for resulting audience capture, there was sufficient variation in such practice to provide information with which to identify more and less desirable air times for the program.

While audience size and demographic composition can never stand as sole measures of a program's success, viewing is obviously a necessary condition for any purposive program to attempt to bring about its effects. As problematic as the careful interpretation of Nielsen data may be, they provide the only measures we have of viewing levels for the program.

Awareness/Reactions

Weaknesses

Respondents were members of a national consumer research panel who had thereby consented to participate in a variety of surveys. Such a history of cooperation with interviews may have made them unrepresentative of "average" viewers or nonviewers of *Over Easy*. Examining findings from the study, the notably high positive reactions to the program leave the reader uncertain whether the program is indeed that well received or whether such a panel effect is biasing the data.

It may also be that the particular questions used to elicit viewer reactions to the program partially or completely accounted for the extremely favorable evaluations of the program (e.g., in measures of viewer liking/disliking of the program, nonviewer interest in viewing, reactions to the concept of special programming for older people).

The self-selection of viewers allowed in this design, as opposed to the Impact design, might also have accounted for inflated favorable reactions to the program. Viewers, for example, were considerably more positive about the concept of special programming than were nonviewers, and evaluative reactions to *Over Easy* as an example of that kind of programming might be derived from that aspect of viewer self-selection.

Strengths

In spite of the abbreviated time frame in which the study had to be conducted, it involved measures of short-term changes in awareness and viewing of, and reactions to the program. These changes over time were measured both by comparisons of independent samples and by tracking of half the panel over the same time period. This survey structure simultaneously examined the extent of changes over time in awareness of, and reactions to the program, and the processes by which such changes occurred. It also provided some control for the effects of repeated measures taken on respondents who were tracked through the two waves.

The data collected from natural viewers identified and studied in this evaluation component are not subject to the sensitization effects involved in recruitment of viewers (Impact Study). Viewers' histories of watching *Over Easy* were self-determined as were the conditions under which they viewed the program (e.g., level of attention devoted to the program). This contrasts with the more artificial viewing conditions expected to occur in recruited viewing — conditions which can sharply limit the generalizability of resulting data to "average" viewers of the program.

The use of open-ended responses to key questions (e.g., sources of initial awareness of the program, reasons for liking/disliking *Over Easy*, reasons for approving/disapproving of the concept of special programming for older people) and careful post-coding of resulting verbatims led to the discovery of rather unexpected findings (e.g., the negligible mention of radio and frequent mention of channel flipping as sources of initial awareness).

Impact

Weaknesses

The recruitment of viewers to evaluate the program subjected the resulting data to possible sensitization effects. Most critically, in the testing of information gain associated with viewing the Expert Interview, attention to the Interview and learning from it might have been artifically elevated by the design. The best way to look at these information gain data, which do support the educational value of the program, is to interpret them as reflecting the ability of the program to convey such information under optimal viewing conditions (i.e., to a motivated, fully attentive viewer), realizing that actual television viewing conditions are not usually so conducive to learning.

Extreme time constraints on the design and execution of this study meant that important items in the Impact questionnaire were not pretested for reliability or validity. In particular, items dealing with attitudes toward aging, knowledge of services available to older people. and items used to measure information gain from the Expert Interview are most subject to this criticism. For example, we don't really know how well the items used to measure knowledge of a topic treated in the Expert Interview really do discriminate among individuals more and less knowledgeable about the topic. We also don't know how much natural fluctuation should be expected in a readministration of these true-false items over the eight-day interval built into the design. Without control groups given such measures but no exposure to the program, the interpretability of data gathered with these measures is limited. However, the resulting distribution of responses to these items (e.g., the apparently low guessing rate/high percentage of don't know responses to true-false items; the variation in distributions of responses to the different attitudes-toward-aging items; the relationship of awareness-of-services scores and prerecruitment natural viewing of *Over Easy*) encouraged us that meaningful data had been collected nonetheless.

Responses to questions about liking/disliking the program, program segments and characteristics were apparently inflated. Unfortunately, the attempt to relate specific program elements to overall program liking/disliking had to be abandoned.

Given more time to select and analyze program content, more attention should have been given to the selection of the particular program episodes evaluated in this study. As the study was conducted, the episodes used were selected randomly but with great concern for data collection efficiency. It would have been more informative to select the studied episodes to represent more fully the diversity of program content, format and production quality in the *Over Easy* series.

Strengths

The Impact Study was able to explore viewer reactions to the same set of *Over Easy* programs, in contrast to the Awareness/Reactions study in which only overall impressions of the *Over Easy* series were studied. The Impact Study was designed for such a fine-grain analysis of program content, recruiting viewers to watch a specific program and stringently controlling the scheduling of pre-viewing and post-viewing interviews. This recruitment of viewers overcame problems associated with following up natural viewers, as was done in the Awareness/Reactions Study. In the latter study, viewers were responding to questions about the program based on very different viewing histories, in terms of the frequency and recency of their viewing of *Over Easy*. In contrast, the Impact design controlled for viewing histories and thereby had the advantage of collecting much detailed viewer response to a given set of program episodes.

Unlike the Awareness/Reactions Study, Impact viewers were not panel members. They may be still unusual in that they agreed to view the program for the research staff and to participate in two related interviews, but they are not individuals who regularly volunteer for marketing or social research surveys. They are simply individuals selected randomly from phone books (with supplementary random-digit dialing) in selected markets.

Many of the items administered to Impact viewers had objectively verifiable correct answers, as opposed to subjective evaluations and opinions of viewers. In this sense, even where these latter subjective measures appear to have been inflated, the study obtained objective measures of program impact — learning scores, recall of segment content and of program elements, most notably. Independent of whether or not recruited viewers may have been trying to please interviewers with favorable subjective evaluations of the program, the Impact data clearly tell us that the program is successfully communicating information about topics of special interest to the target audience, and that viewers evidence at least short-term retention of that information.

Local Institutions

Weaknesses

As quite a few of the AAA Directors themselves cautioned, a possible correlation between levels of community service utilization and the introduction of the *Over Easy* program cannot be interpreted as a casual relationship. For example, the Directors often informed us of other activities undertaken to increase local interest in community services — activities which might well have accounted for possible fluctuations in expressions of interest in services. The design of this study did not involve either control communities where the program was not received, or documentation of other community activities which might have been influencing levels of community interest.

Directors of AAAs were asked to judge whether community interest in services had increased, decreased or not changed at all since the introduction of *Over Easy* into their communities. As explained above, an analysis of the records of service providers in selected communities would have been more precise. Only half of the Directors who noted changes in levels of service utilization indicated they were making this estimate on the basis of actual AAA or provider records. In fact, several of the Directors said they could not estimate such changes, indicating that extensive data collection that would be required to answer the questionnaire correctly.

Directors were probably very poor sources of information with respect to the PTV station's activities vis-a-vis *Over Easy*. Through open-ended comments, several noted they had no idea whether the station was airing an I&R number or producing local follow-up programming. This kind of data should have come from the station manager.

Strengths

Although control communities were not used in this study to assess the effect of *Over Easy* on community interest in services for older persons, the results of the study provided a *post hoc* control group of communities. Twenty-nine percent of the Directors said PTV reception problems in their communities were so great they doubted most older residents could view the program. Comparing these poor reception communities with communities where Directors do not cite reception problems, the percentage of Directors noticing increased utilization of services differs sharply for the two groups (27% vs. 44% respectively). Even acknowledging that Directors' estimates of both these variables (reception capabilities, increased utilization) may not be perfect, we can at least conclude that Directors who believe their elderly community receives the *Over Easy* program are more likely to have perceived an increased community use of services than are Directors who do not. The analysis of open-ended comments and suggestions tends to support this interpretation, with the majority of the Directors who did discuss the program's impact on their communities giving very favorable evaluations of it.

Open-ended comments and suggestions about the program were provided by Directors and offered several important pieces of information. As with the Scheduling/Viewing, Awareness/Reactions and Experts' Reactions studies, there were strong suggestions that the current audience for *Over Easy* is severely restricted by unfortunate broadcast schedules. They also provided suggestions as to how the program might be better promoted, and what topic areas older people in their communities would find most beneficial.

Experts' Reactions

Weaknesses

Critical reactions to the program collected in this study were provided by only three producers and largely with respect to two program episodes. Therefore, the generalizability of these reactions to the entire program series is doubtful. With greater time and financial resources, the study would have involved interviews with a larger panel of producer-experts and critical viewing of a larger number of program episodes. Episodes chosen for critical viewing by the expert panel were largely determined by the design and findings of the Impact Study, so again it must be acknowledged that they may not adequately represent the format, content and production qualities of the overall series.

In spite of the previewing briefing provided them, the panel frequently felt under-informed about the day-to-day operational and budgetary constraints under which the production staff must operate. They qualified many of their criticisms and recommendations, acknowledging that they would have to have a greater appreciation for the actual conditions under which the programs they viewed were produced.

Strengths

Criticisms and suggestions provided by the expert reviewers produced specific techniques they believed would likely improve the quality and audience appeal of the program. Many of their recommendations could be implemented within the current budgetary and time limitations imposed on the production of the series. While their critical review of selected program episodes in no way constitutes a comprehensive evaluation of the series, it does offer constructive feedback applicable to many major program production elements.

V. CONCLUSIONS

Scheduling and Viewing

- *Over Easy* is carried by more PTV stations than any other program. Except for a slight decline in January, the number of persons viewing the program has increased steadily since the premiere, but is now seeming to level off. The total number of persons viewing, for at least six minutes, hovers around 1,000,000 per day on the average. The number of persons watching an average minute of the program is about 924,000 in February, an increase of about 112,000 persons from the January figure. The fact that the Total Audience remains fairly stable for the last three months is also an indication that audience size may have hit a plateau.

- The viewers of the show watch about two episodes a week. Thus, there is a sizeable turnover in audience each week. There is some evidence to show that *Over Easy* is building a small base of loyal viewers because the cume percent is decreasing, but the gross rating points are increasing. This means that while the show is not adding many new households, those that are already viewers are watching for a greater number of minutes.

- When *Over Easy* is compared to the performance of *MacNeil/Lehrer* and *Dick Cavet* in February, only *MacNeil/Lehrer* has a higher total audience and average audience.

- The 13 market analysis showed significant increases in audience for the program from November through February.* *Over Easy* performed very well despite a downward trend in total households using television.

Awareness/Reactions Conclusions

- Awareness of the program is still very low, with 66 percent of the target group unaware of the program. With target group awareness of the program so low, current audience size becomes a very restricted measure of program appeal. Among aware individuals, approximately one out of four has seen *Over Easy* at least once, and reactions are decidedly favorable.

- Mass media, in particular newspapers and the *TV Guide*, accounted for much of the initial awareness of the program. However, among viewers, channel selector flipping accounted for almost 30 percent of their initial awareness of the program. Also, about a fifth of the aware individuals already appear to be PTV viewers, who became aware of the program through PTV on-air promotions and/or program guides. A surprisingly small group of viewers mentioned hearing of *Over Easy* for the first time from friends, acquaintances or relatives, and virtually none of them mentioned learning of it through clubs, associations or other groups they belong to. It should be noted that there was no mention of radio as the source by which those aware first heard of *Over Easy*.

- Individuals unaware of *Over Easy* tend to differ from those aware in: age, employment, membership in, and attendance at meetings of clubs and organizations, and amount of TV viewing. Those unaware of the program tend to be younger than aware individuals, and employed rather than retired. They also belong to fewer clubs, groups and organizations and view less weekday television than aware individuals do.

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*Nielsen does not measure all 13 markets in March, so no further analysis could be done.

- Among viewers, almost half of them had viewed *Over Easy* within the past week. The appeal of the program was strong among viewers, who produced a variety of articulate reasons why they enjoyed *Over Easy*. Hugh Downs, the fact that the show is especially for older people, and the information value of *Over Easy* were the most often cited reasons for liking the program. Although unfavorable comments happened infrequently, 23 percent of the viewers found the program "patronizing."

- Awareness and viewing of *Over Easy* are related to attitudes towards the concept of special TV programs for the elderly. Fifty-six percent of the viewers thought such programming was an excellent idea, vs. 41 percent of the aware nonviewers and 39 percent of the unaware. Also viewers of *Over Easy* appear to be more "politicized" about the perceived need for such programming. Far more viewers than nonviewers (aware or unaware) say that special programs are needed because older people have special interests, information needs and problems. Viewers are also more likely to say such programming is good, because it could provide the kind of encouragement and inspiration they believe older people need.

- Aware nonviewers do not differ appreciably from viewers in their demographic and lifestyle characteristics. Three-quarters of them cited reasons for not viewing *Over Easy* which are amenable to changes that might increase the audience size. In particular, the need to air the program at a better time of day, and the need for more promotion and outreach become apparent from their comments. One-fourth of the non-viewers, however, are much more difficult to attract to *Over Easy*, due to low TV viewing habits, PTV reception problems or disliking of the program.

Impact Study Conclusions

The program is capable of effectively conveying specific information to viewers about topics and services of special interest to older persons. Significant gains in viewer knowledge of such information were shown to occur when previewing and post-viewing scores were compared.

Viewers cited a variety of ways in which the information presented in the Expert Interviews would be useful to them and often recorded the "Keeping Posted" address on their own initiative.

Viewers were extremely positive about the program in general and about all segments, with the Expert Interview consistently the most positively received.

Like the natural viewers in the Awareness/Reactions study, most recruited viewers described *Over Easy* as "informative" and said it portrays older people fairly. Also, like the natural viewers' criticism of the program as "patronizing," one-fifth of the recruited viewers said the program "talks down to older people."

The higher an individual's awareness of community services the more likely the respondent was to have viewed *Over Easy* on his or her own initiative before the Impact Study recruitment. These natural viewers are more positive about the fact that the program is for older people and about the way the program portrays older people than were respondents whose recruited viewing was their first exposure to *Over Easy*.

The Celebrity Interview was the most memorable program element in a "day-after" recall test, followed by Hugh Downs, the host. Consistently least recalled was the "Keeping Posted" segment. Most respondents were able to recall two or more program elements one day after viewing *Over Easy*.

Viewers are picking up a lot of attitudinal messages presented in the Celebrity Interview and Lifestyle segments. One day after viewing *Over Easy*, respondents reproduced a variety of messages presented in these segments about family life, and the importance of continuing productivity in one's later years.

Local Institutions Conclusions

Eighty-six percent of the respondent AAA Directors had attempted activities in relation to *Over Easy*. Seventy-one percent were continuing such activities.

Most frequently mentioned activities were: promoting the series in the community (82 percent), and encouraging local providers to promote the series with their older clients (57 percent). However, the percentage of Directors reporting that these activities were still continuing was lower for both activities (54 percent and 38 percent respectively).

About 40 percent of the respondents had noticed overall increases in requests about, and utilization of services for the elderly. Fifty-three percent had noticed no change. In terms of specific kinds of services for which community demand had appeared to increase, information and referral, transportation and in-home services were most often mentioned. Directors noticed increases in an average of three service types.

These increased demands were most often perceived to have occurred in the form of requests for information about the general availability of services for the elderly, and in questions about how to obtain a specific service.

The use of an AAA or other I&R phone number by the PBS station appeared to be the most important factor in facilitating increased community interest in local services, through the *Over Easy* program.

Of those directors offering their comments about the program, the majority were clearly convinced of the value of *Over Easy* to their local communities. However, about one-third of the Directors cited PTV reception problems which would prevent the older people in their areas from receiving the program.

Experts' Reactions Conclusions

- Given the intent of the program and budgetary constraints, the magazine format currently used on *Over Easy* was a good choice and should be retained.

- The program needs more vitality, focus and attention to production details. To improve the program's quality in these respects, the following efforts and changes were recommended:

  - Better operational definitions of the program's goals and objectives, so that they can more readily guide day-to-day production decisions
  - More direct communication to the audience of the program's philosophy and objectives, in the opening monologue in particular, and more subtly in the structure of the Expert and Celebrity Interviews
  - The use of more visuals to support monologue and interview presentations
  - More "bridges" or "bumpers" to smooth transitions from segment to segment
  - More interaction of the live studio audience with the host and his guests, through camera work, set redesign or audience participation in program interviews